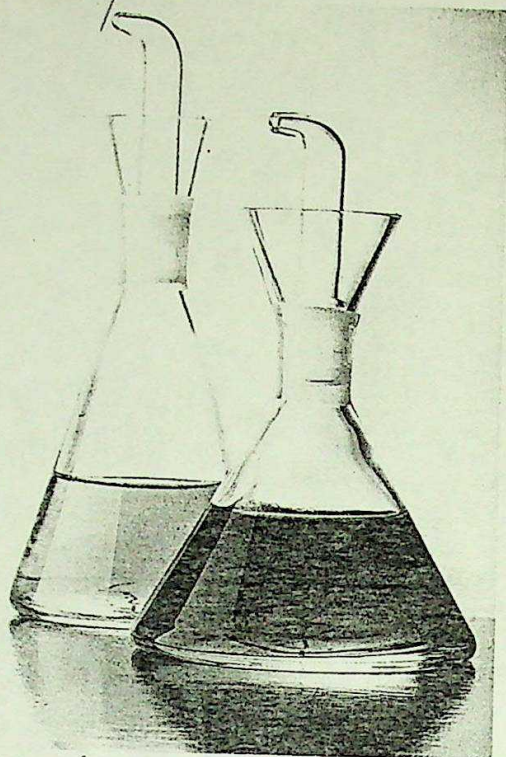


D7/642



1

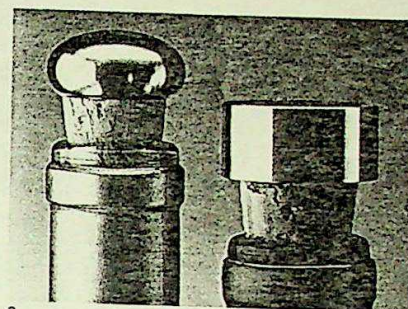
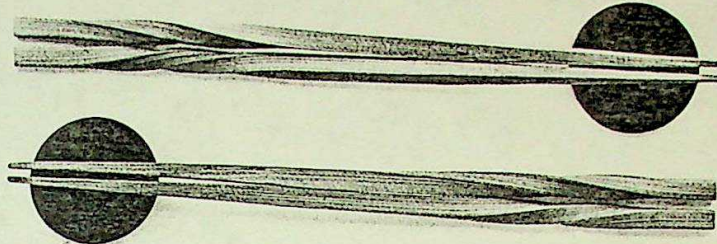
2

1. Cruet Set

Expertly designed for flawless operation. The neck allows air to enter, ensuring a steady flow; the spout is both a pouring device and a stopper, and the inevitable dribbles collect in the mouth of the bottle, not on the table. Designed by Rafael Marquina. Made in Spain of lead-free crystal. Vinegar Cruet, 7 1/2" h. Oil Cruet, 6 1/2" h. 71908. \$75.00.

2. Chopstick and Holder Set ☺

Make a banquet, even with take-out food, by adding these beautifully detailed bamboo chopsticks and matte-black glass rests. Gift-boxed set of two pairs. 9". 71990. \$26.50.



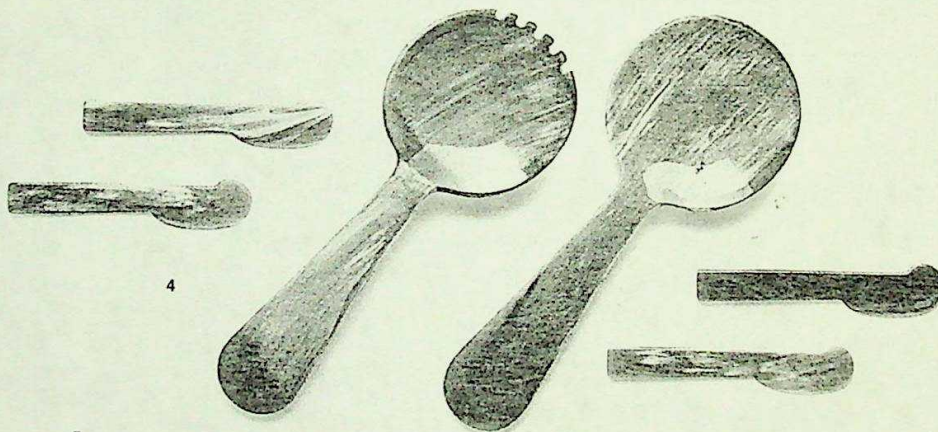
3

3. Corky Stoppers

Satiny stainless-steel stoppers, made of sections that screw together through a hollowed-out cork, permit reuse of cork-topped bottles. The set of two—one rounded and one flat-topped—comes with three extra corks. Designed by Odin Design Team. Made in Germany. 71911. \$45.00.

4. Horn Serving Accessories

Following a centuries-old Italian tradition, these contemporary pieces are hand-carved from residual bull horn. Their color varies naturally from white to gray, brown, and black. Presented in a suede-like pouch, with descriptive booklet. Made in Italy. Gift-boxed. 2567. Salad Servers, 11". \$150.00. 2570. Set of 4 Caviar/Butter Spreaders, 5 1/2". \$85.00.



4

5. Steamer Lounge and Ottoman ☺

This elegant update of the traditional deck chair was incorporated into the Museum's Design Study Collection in 1979. Designed by Thomas Lamb for indoor or outdoor use, it was the first piece in his versatile Steamer series, all of which make repeated use of a gracefully curved bentwood form. Without its extension the lounge becomes a deck chair. Remove the ottoman's pillow and add a glass top (not included) to create a coffee table. Made of a nonendangered Southeast Asian hardwood, the pieces are oil-treated, and bear natural variations in color within and between them. The wood mellows as it ages, turning silver gray if left out-of-doors, or darker brown if indoors. The sections fold for easy storage, and canvas cushion covers, available in black or natural, are machine-washable.

Lounge. 34h x 23w x 63"l. \$395.00.

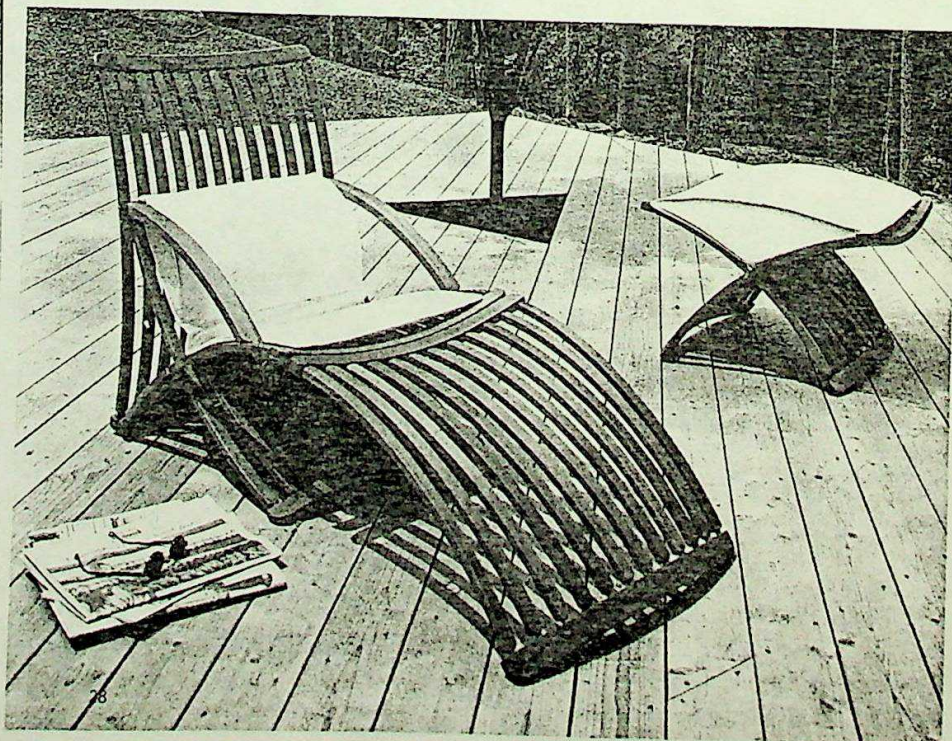
5508. Natural. 5512. Black.

Ottoman/Table Base. 20h x 26w x 22"d. \$145.00.

5507. Natural. 5511. Black.*

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* This item cannot be gift-wrapped.
MUSEUM OF MODERN ART
Recvd 11/1994



5

D7/642

1. Porcelain Dessert Set

Matte and metallic glazes create dramatic contrast on this porcelain set. Mix or match these pieces for a snack, dessert, or breakfast treat. Set of four 4 1/2" bowls, and four 6" plates. 5580. \$50.00.

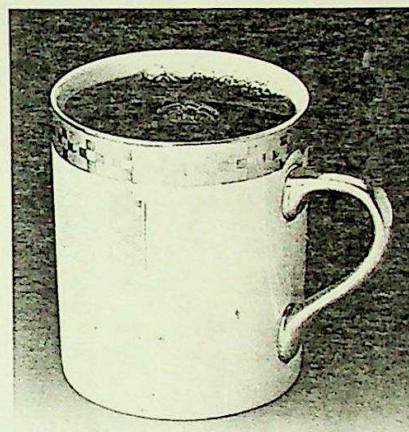
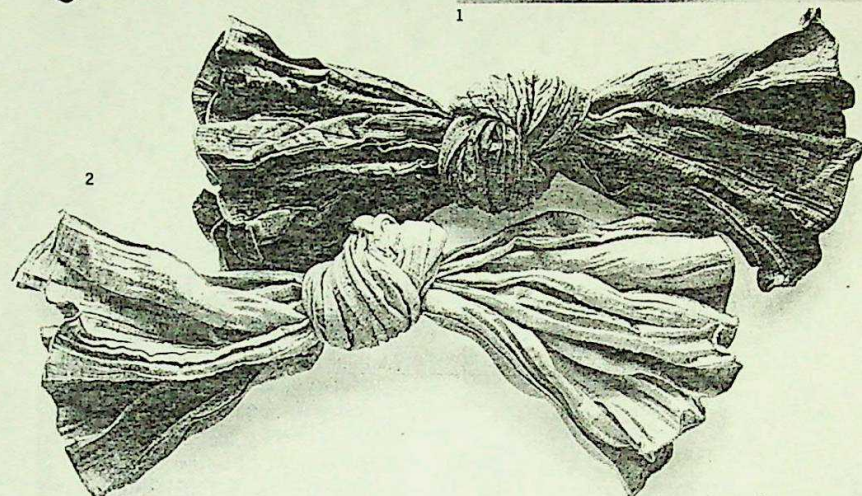
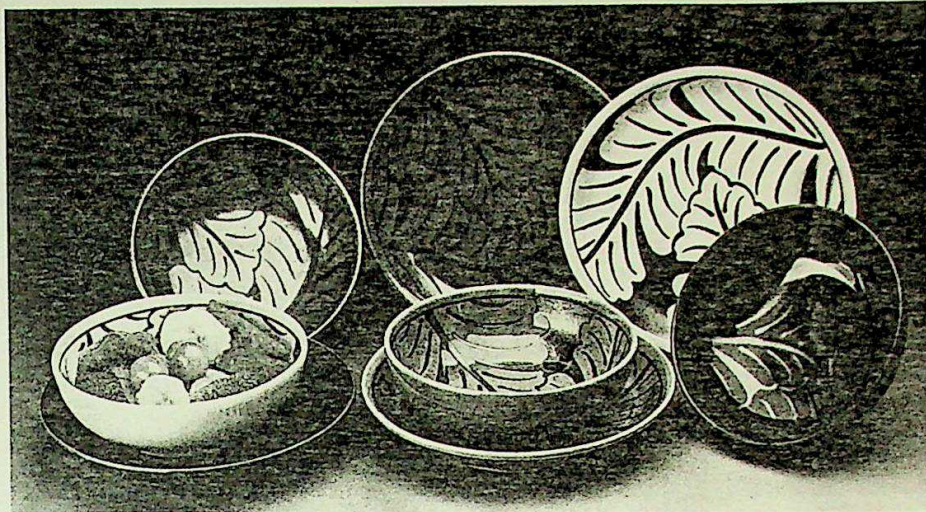
2. Silk Napkins

Pleated Dupioni silk napkins add a note of casual luxury, yet are quite practical and durable. After washing in cold water, simply repleat with fingers, then twist and let dry. By Ann Gish. Made in the USA. Care instructions included. 22" sq. Gift-boxed. 3495. Cream. 3496. Flax. \$30.00 each.



ORDER ANYTIME

Call: 1-800-447-6662

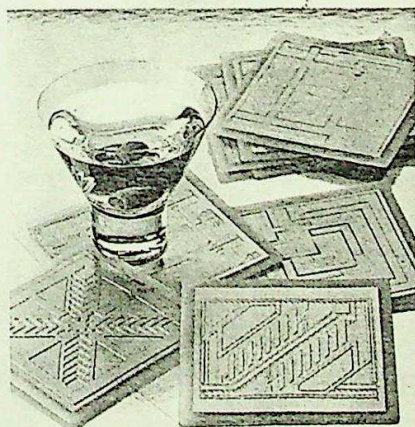


3. Imperial Mug

Designed by Frank Lloyd Wright for the formal dining room of the Imperial Hotel, Tokyo, 1912-23. 24kt gold-trimmed porcelain. Produced by Tiffany & Co. 8 oz. capacity. Gift-boxed. 2935. \$22.00.

4. Frank Lloyd Wright™ Coasters

Architectural details provide the imagery for these new coasters. Gold foil-stamped patterns are heat-embossed onto translucent plastic. Made in the USA by the Museum. Set of eight. 4" sq. 3129. \$16.50.



5. Contemporary Flatware

A design for the more daring contemporary tastes, by Takenobu Igarashi—note the ultra-flat shape and the round, serrated knife blade. Made of 18/8 stainless steel.

71124. 5-piece place setting. \$75.00.

71171. Cake Server (not shown). \$65.00.

71644. Salad Servers (not shown). \$105.00.

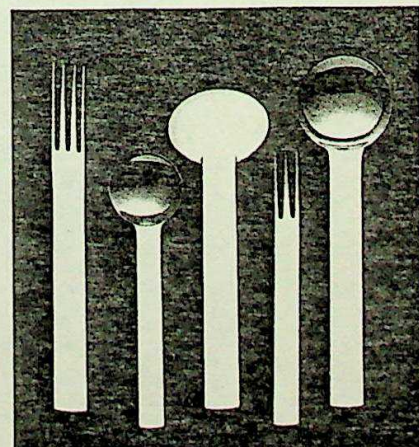
4019. Carving Set (not shown). \$98.00.

6. Bentwood Tables

Graceful and practical little tables are made of cherry veneer with solid wood legs. Unobtrusively, they blend with other furnishings. Use at couch or bedside, in an entryway or corner. Easy to assemble, they're shipped flat with hardware and assembly instructions. Designed by Thomas Slender.

5843. Pedestal, 14" diam. 28"h. \$90.00

5844. Side Table, 20" diam. 24"h. \$110.00.*



MUSEUM OF
MODERN ART. NY

Rec'd 11/1994

5-pc. Place Settings

Savings Off
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Values

Purchase Of Eight 5-pc. Place Settings

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V. Best Buy: Calla Lily. O.S.V. 40.20 **Sale 19.99**

W. Unity. O.S.V. 56.50 **Sale 30.99**

X. Marquette. Reg. 56.50 **Sale 30.99**

Y. Best Buy: Pacific Tide. O.S.V. 56.50 **Sale 29.99**

Gorham

Z. Quintette. O.S.V. 52.50 **Sale 30.99**

AA. Best Buy: Gold Ribbon Edge. O.S.V. 91.25 **Sale 59.99**

BB. Gold Melon Bud. O.S.V. 91.25 **Sale 60.99**

CC. Melon Bud 18/8. O.S.V. 71.50 **Sale 44.99**

Dansk

DD. Torun 18/8. O.S.V. 80.00 **Sale 53.99**

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EE. Best Buy: Ariana 18/8. O.S.V. 52.50 **Sale 29.99**

FF. Best Buy: Tasha 18/8. O.S.V. 52.50 **Sale 29.99**

GG. Hillary 18/8. O.S.V. 70.00 **Sale 39.99**

HH. Victoria Gold Accent. O.S.V. 70.00 **Sale 39.99**

JJ. Hillary Gold Accent. O.S.V. 87.50 **Sale 48.99**

KK. Cara Gold Accent. O.S.V. 70.00 **Sale 39.99**

LL. Ramona Gold Accent. O.S.V. 87.50 **Sale 48.99**

Ralph Lauren

MM. Equestrian Braid. O.S.V. 62.50 **Sale \$50**

NN. Wainwright Gold Accent. O.S.V. 93.75 **Sale \$75**

40-pc. Goldplate Set Plus

Two Bonuses
199.99 Reg. \$375

RR. Service for 8. From top:
Casino, Spun Gold or Royal Splendor.



Bonus #1:
6-pc. hostess set

Bonus #2:
flatware chest



D7-642

From MACYS Sale Brochure
Rec'd Aug. 23, 1993 p. 10

TOWLE

BOSTON ANTIQUE

BEADED ANTIQUE

MAGNUM

RETRONEAU

ESPRIT

SCAN

CYLINDER

SASAKI

DOUBLE HELIX

WMF

ARTISAN

WAVE

NORTICA

FACEON

MIKASA

ESTASI GOLD

SWEET PEA

ZENA

ONEIDA

GOLD JULLIARD

EASTON

GOLD KENWOOD

MARQUETTE

KENWOOD

CITY SCAPE

JULLIARD

DOVER

MACY'S BROCHURE
REC'D AUG. 23, 1993
p. 10

D7- 642

FROM MACY'S SALE BROCHURE

p.11

Rec'd Aug. 23, 1993



ONEIDA

CHATEAU

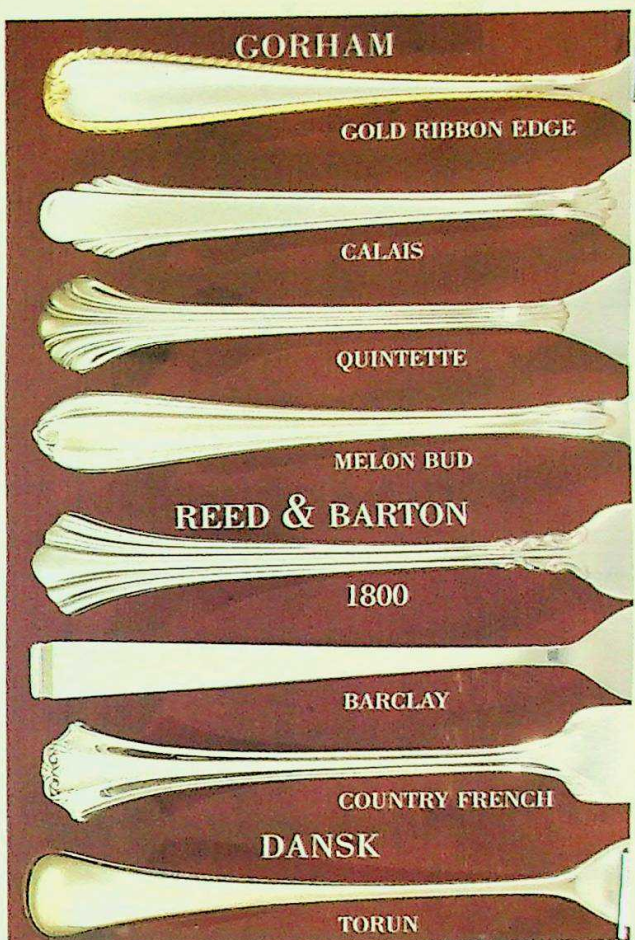
RUSHMORE

CALLA LILY

GOLD DAMASK ROSE

JULLIARD
5 PC. SETTING
Open stock value \$68
5-pcs. Sale \$43
Buy 4, Sale 39.99 each
Buy 8, Sale 35.99 each

**30% OFF ALL
HOSTESS &
SERVE SETS**
Julliard 3-pc hostess or 3-pc.
serve set. Open stock value
\$68 each Sale \$43 each



GORHAM

GOLD RIBBON EDGE

CALAIS

QUINTETTE

MELON BUD

REED & BARTON

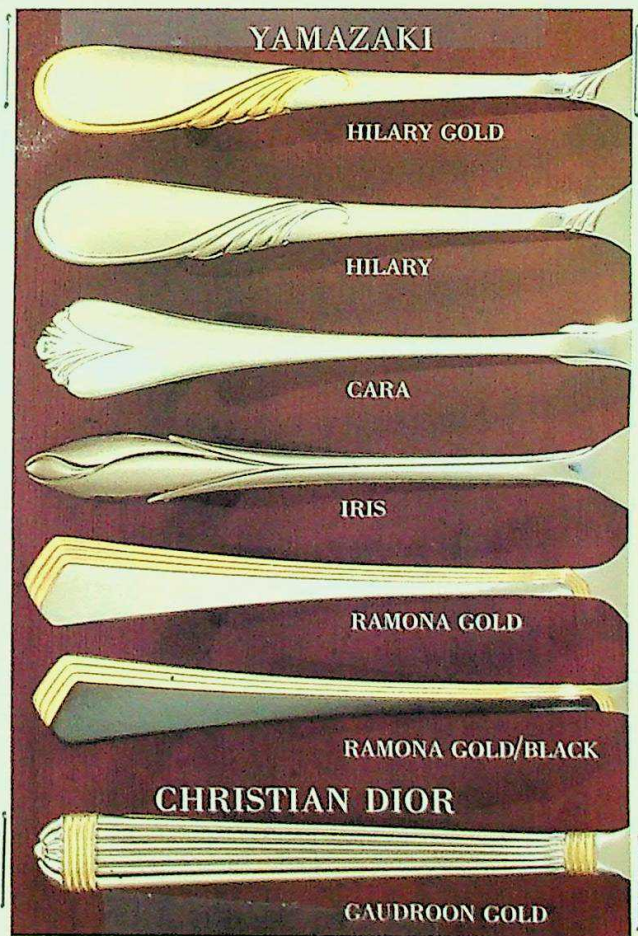
1800

BARCLAY

COUNTRY FRENCH

DANSK

TORUN



YAMAZAKI

HILARY GOLD

HILARY

CARA


IRIS

RAMONA GOLD

RAMONA GOLD/BLACK

CHRISTIAN DIOR

GAUDROON GOLD



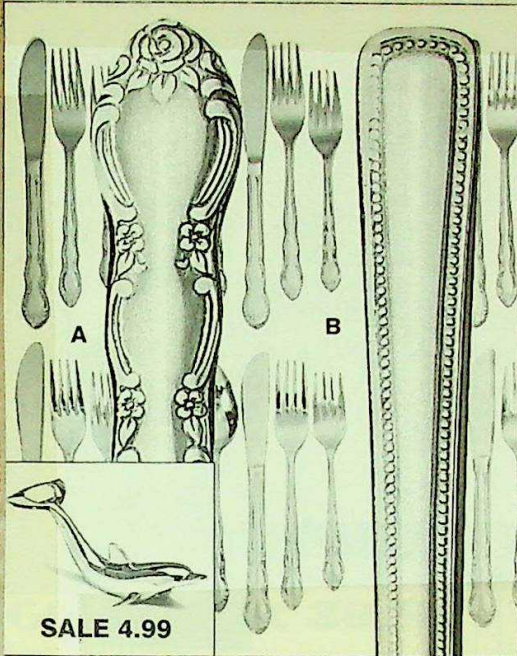
KING JAMES

ENCHANTMENT

ONEIDA 40-PIECE SERVICE FOR 8

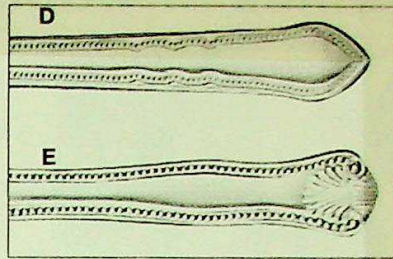
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FROM MACY'S Sale Catalog
Rec'd Aug 18, 1993



SALE 4.99

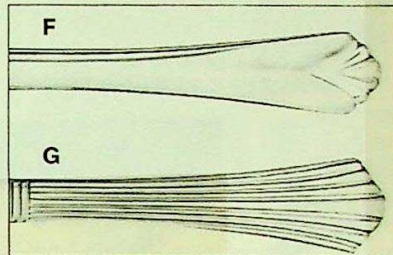
Stainless steel sets by International. Service for 8 includes 8 extra teaspoons, steak knives & 4-pc. hostess. #225336. **A** Essex. **B** Brocade. **D** Dolphin bottle opener. Orig.* \$10 Sale 4.99



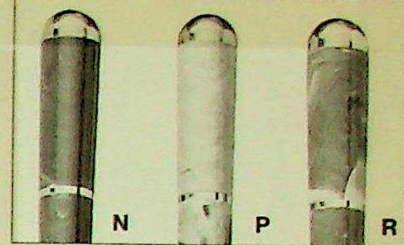
20 pcs. 9.99

Orig.* \$30

Excel 20-pc. flatware sets. #225351. **D** Tradition. **E** Shell.



Farberware 40-pc. service for 8 with bonus 4-pc. hostess set. #225337. **F** Bayport. **G** Heron.

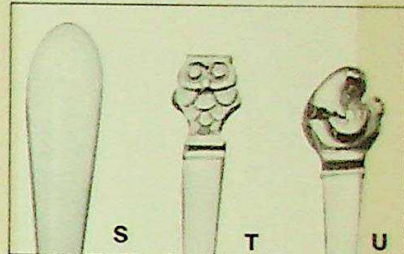


20 pcs. 24.99

Orig.* \$50 each

Regent Sheffield 20-pc. service for 4. Dishwasher-safe. #225340.

N Blue. **P** Grey. **R** Green.

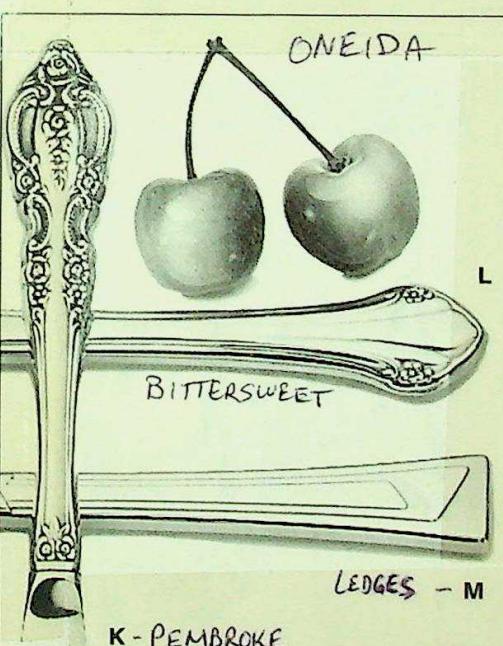


your choice 4.99

Orig.* \$15 each

Excel set of 6 silverplated demitasse spoons. #225341.

S Basic. **T** Owl. **U** Rooster.

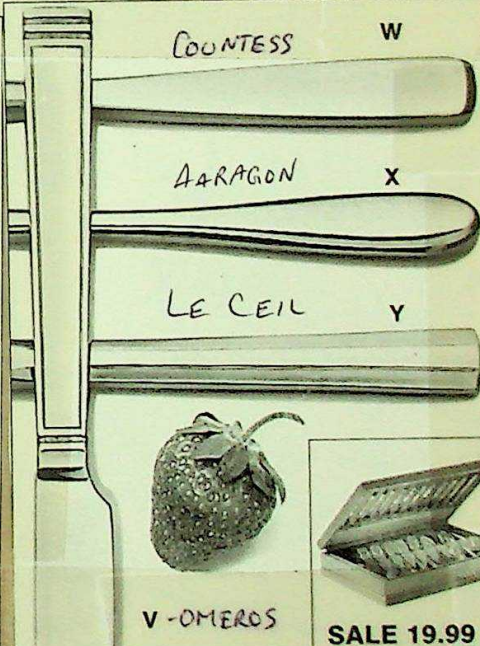


ONEIDA

BITTERSWEET

LEDGES - M

K-PEMBROKE



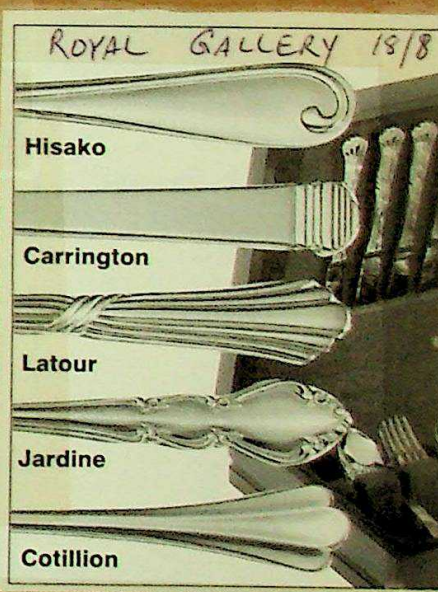
COUNTESS

AARAGON

LE CEIL

V-OMEROS

SALE 19.99



ROYAL GALLERY 18/8

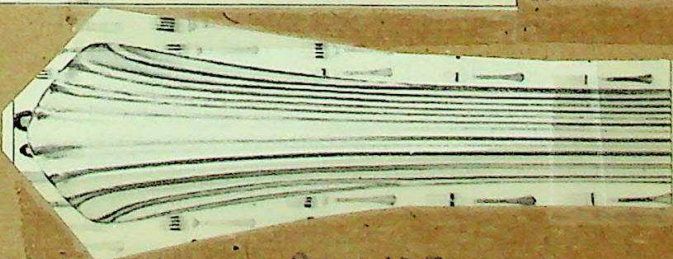
Hisako

Carrington

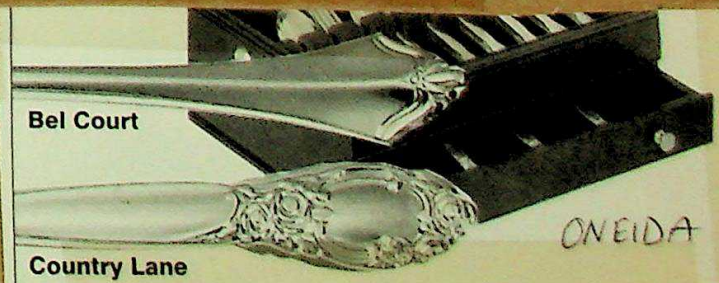
Latour

Jardine

Cotillion



CASCADE



Bel Court

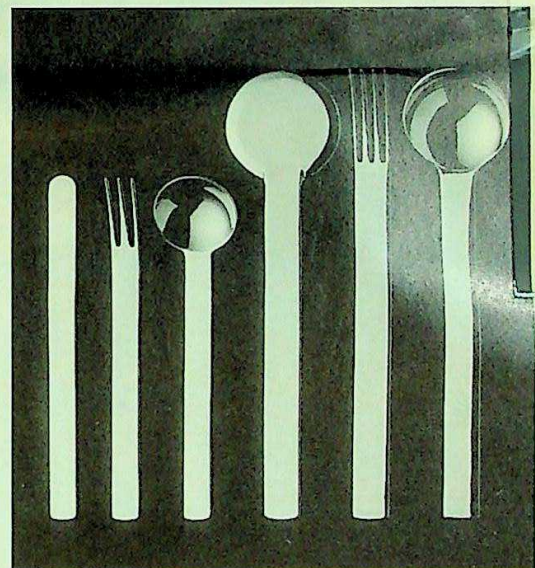
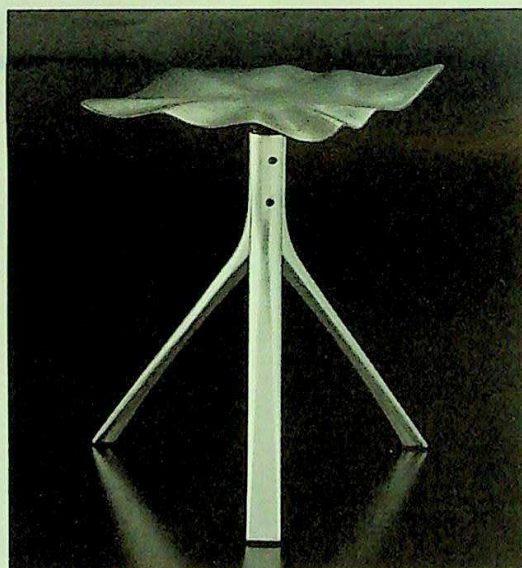
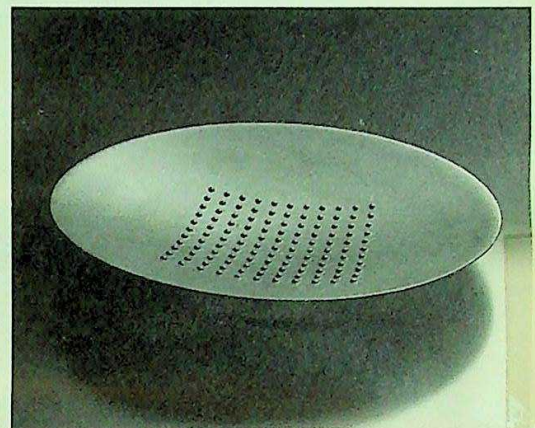
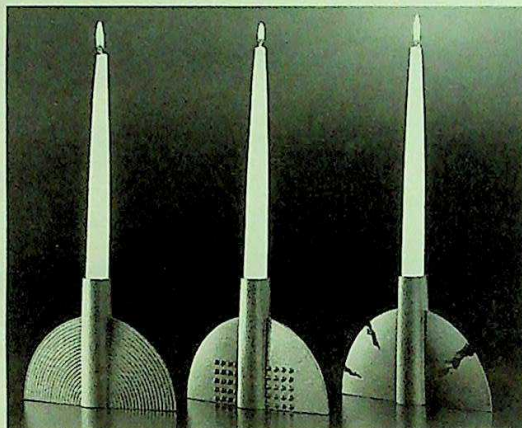
Country Lane

ONEIDA

Y·M·D

Original Collection

All of the pieces from the YMD collection have been designed by Takenobu Igarashi. Many of his creations are in the permanent design collections of museums worldwide.



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USA

Chiasso
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Details
LOS ANGELES

Eastern Accent
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SAN FRANCISCO

Luminare
CORAL GABLES

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LA JOLLA

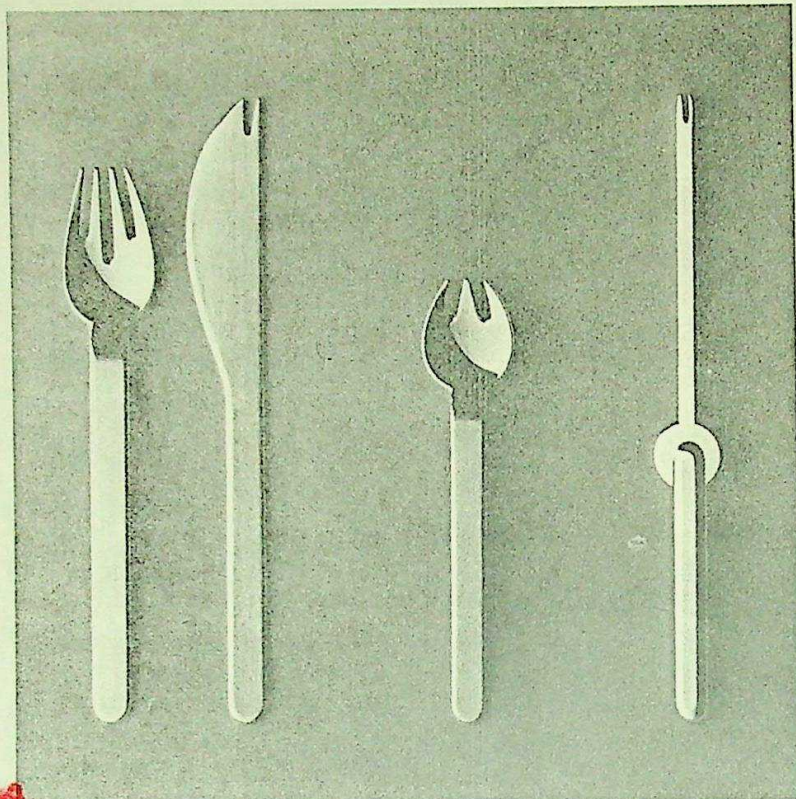
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Silver service

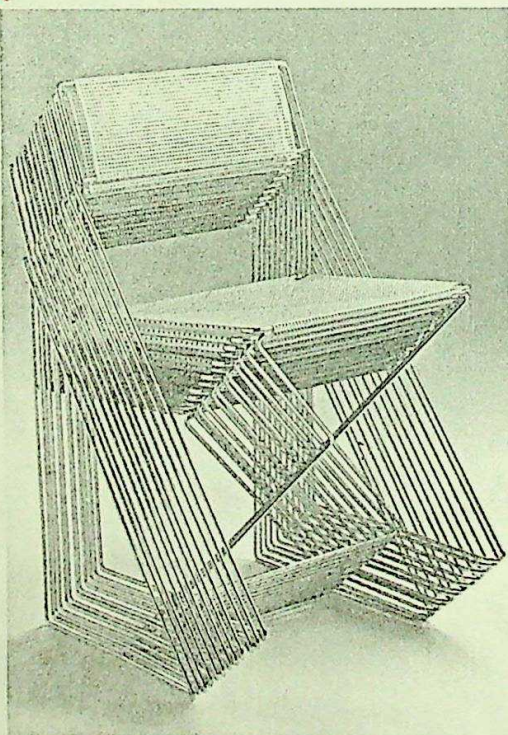
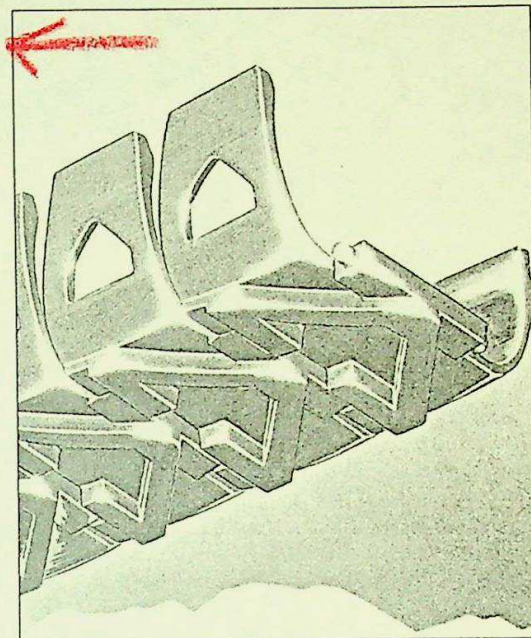
Wilens, silversmiths since 1810, has recently brought out a new modern range of sterling silver and silver plated cutlery. Called Epoca, it was designed by Wolf Karnagel for dining in

the grand manner. As well as the standard knife, fork and spoon there is a 'gourmet spoon', caviar knife, and (below), fish knife and fork, oyster fork and lobster fork. Details: + 421 4103

" DESIGN 467 "**NOVEMBER, 1987 PAGE 23****Getting a grip**

Willi Gangl and Alfred Urleb's plastic snow chain took the third prize in Forma Finlandia's Plastics for Tomorrow design competition. Capitalising on the material's light weight,

flexibility, and resistance to corrosion, it can be used in mud and sand as well as snow. The car is driven onto the chain, which wraps itself around the wheel and snaps shut automatically. Details: + 43 316 705 839

**Steel appeal**

Winner of this year's Danish Industrial Design Award was Niels Joergen Haugesen's Zon X chair, made by Zon International. It has a light, solid steel frame, finished in chrome, and is stackable. The mesh seat and back come in a choice of white, grey, black or red. Details: 01 575 5755

**Fitting winners**

Despite its title, the National Association of Shopfitters Design Prize is awarded for good interior design rather than for high standards of shopfitting. This ambiguity may account for the relatively low number of

entries in all categories – 21 retail outlets, four hotels and restaurants, only one public building – and for the fact that the judges did not feel able to award any prizes for the banks and offices section. However, it did produce some worthy

winners this year, including the Sears store in Gateshead (above), designed by the John Herbert Partnership; and Michael Reardon & Associates' excellent Swan Theatre in Stratford, which received the overall prize

esteck verdrängt schien. Die großen Messer und Gabeln entsprechen heute wieder unseren Tischgewohnheiten: »Feinschmecker lieben große Teller und Platzteller, die Gläser werden höher, da muß auch das Besteck mitwachsen.« Mit dem schwebgewichtigen Handwerkszeug kann man edlen Speisen tadelsgemäß zu Leibe rücken.

Weniger spektakulär, aber dafür unkompliziert und zeitlos – sozusagen die »gute Form« für jeden Tag – ist das neue Edelstahlbesteck »Nova« des »hauseigenen« Designers Walter Storr. Der bescheidene Schwabe, den es nicht ins Rampenlicht drängt, hat die neue Linie bei Wilkens ganz entscheidend geprägt.

Auf die Frage nach Absatzschwierigkeiten antwortet Willi Wilhelm von der WMF, der Württembergischen Metallwarenfabrik, lakonisch: »Besteck

geht ja leider nicht kaputt. Silber wird von einer Generation auf die nächste vererbt, da entsteht bei der Ein-Kind-Familie gar kein Bedarf. Außerdem werden die traditionellen Muster nie unmodern.« Jetzt, da er für die Produktentwicklung zuständig ist, soll sich manches ändern.

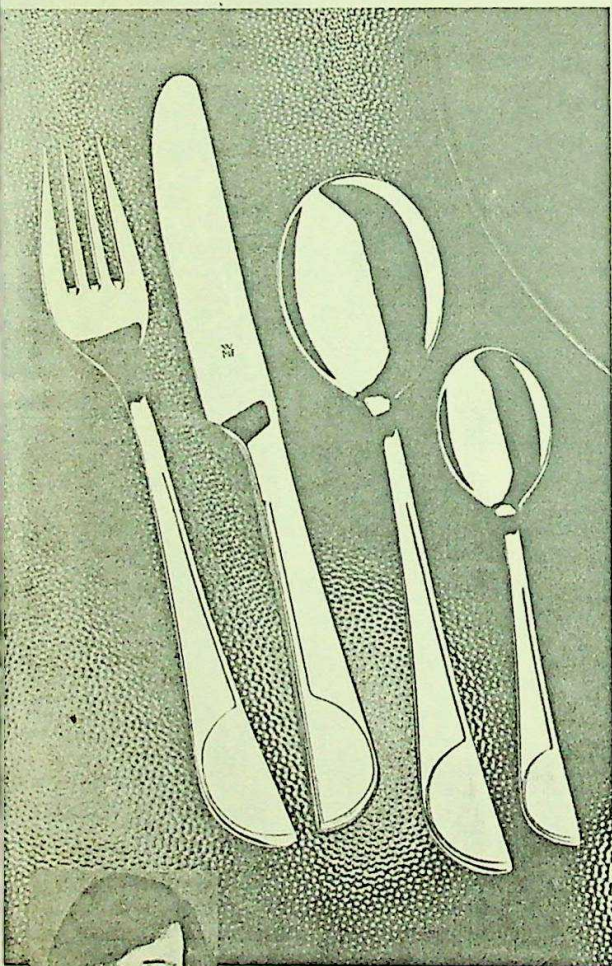
Eine neue, unkonventionelle Linie muß her, die mehr Spaß auf den Tisch bringt, die Lust macht auf Abwechslung. »Mode ist keine Design-Sünde«, sagt WMF-Wilhelm. »Der Zeitgeist soll sich auch im Besteck ausdrücken.« Er hat einen Workshop ins Leben gerufen, eine Spielwiese für junge Designer. Nicht Serienprodukte sind gefordert, sondern neue, sogar verrückte Ideen wie Mattheo Thuns »Hommage an Madonna«. Die beringten Hände des Pop-Stars haben ihn inspiriert. »Das dralle, rundliche Besteck

ist fast sexy«, findet Wilhelm. »Unsere Modelleure hatten bei der Herstellung dieses Einzelstückes einen Heidenspaß.« Aus diesem Ideen-Pool entwickelten sich auch Serienprodukte wie das Besteck »Solo« von Mario Vivaldi (er heißt wirklich so). Der dreißigjährige Stuttgarter Designer ließ sich von den italienischen Postmodernen inspirieren.

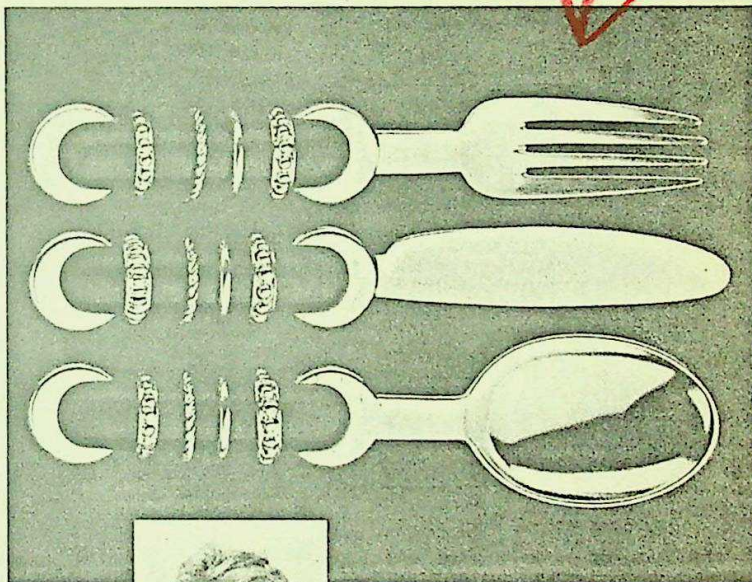
Daß sich die ganze Branche mehr international ausrichtet, bestätigt auch Wilhelm. Nach der urdeutschen historischen und rustikalen Welle verspricht ein »Internationaler Stil«, der sich an der Mode orientiert, eine Verbesserung der Absatzmöglichkeiten über Deutschland hinaus bis nach Nordamerika. Und »Solo«, »Alta«, »Nova« oder »Viva«, das kann ein Amerikaner, selbst mit Kaugummi im Mund, müheloser aussprechen als »Augsburger Faden«.

Juliane Zimmer

D7/642



Modisches Besteck für junge Leute mit halbkreisförmigem Reliefdekor. Der Entwurf »Solo« von Mario Vivaldi. Paßt gut zu modernen Geschirrformen. 4tlg., 1818-Edelstahl ca. 24 Mark. WMF



MAY, 1987

Der Versuch von Mattheo Thun, es einmal ganz verrückt zu treiben: »Hommage an Madonna.« Die beringten Hände des Pop-Stars waren Vorbild. Das Besteck gibt es nicht zu kaufen. Es ist ein Einzelstück, entstanden bei einem Design-Workshop. WMF

Adressen der Hersteller: Robbe & Berking, Postfach 765, 2390 Flensburg. Wilkens, Postfach 44 83 20, 2600 Bremen 44. WMF, 7340 Geislingen/Steige

Alle Fotos: Werkfotos

SCHÖNER WOHNEN

PAGE 127

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D7/FLATWARE
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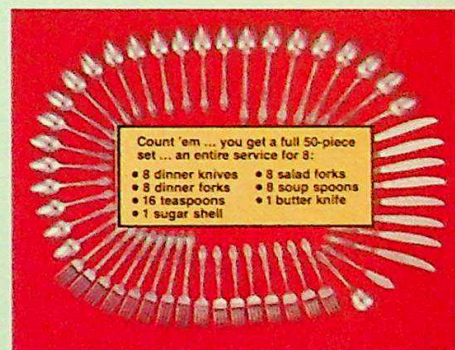
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Area Code _____ Home Phone _____ Date _____

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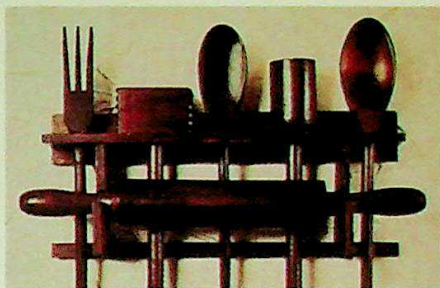
Please Sign ☒ _____

Circle the letter You Would Like On Your Set: (AA)

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

Received July 14, 1986

You receive **TWO FREE GIFTS** just for trying the flatware!



7-Pc. Kitchen Utensil Set. In mellow, walnut-finish hardwood to dress up any kitchen decor. Easy assembly. Utensils made in Taiwan, the Philippines, or the People's Republic of China.

PLUS a Surprise Gift!

Send No Money Now!

Complete
50-Pc. Set
Only
\$19⁹⁹
plus shipping
and handling

50-Piece Monogrammed Flatware Set

- Fine Stainless Steel
- Classic English Script
- Dishwasher Safe
- Complete Service for 8

Display pride in your family's name by displaying your initial at the table!

NO-RISK 30-DAY FREE TRIAL
(with credit approval)

Start your own family tradition with this classic-styled flatware! Each piece carries your initial permanently stamped in flowing Classic English Script. And the lovely pattern makes the set perfect for any occasion! Dishwasher Safe.

50-Piece Set includes:

- 8 dinner knives
- 8 dinner forks
- 8 salad forks
- 8 soup spoons
- 16 teaspoons
- butter knife
- sugar shell

Another of the many fine products available from Fingerhut.

5-076805-000

VALUES DIRECT TO YOU FROM
fingerhut®

©Fingerhut Corporation
Made in Korea, Taiwan
or Japan.

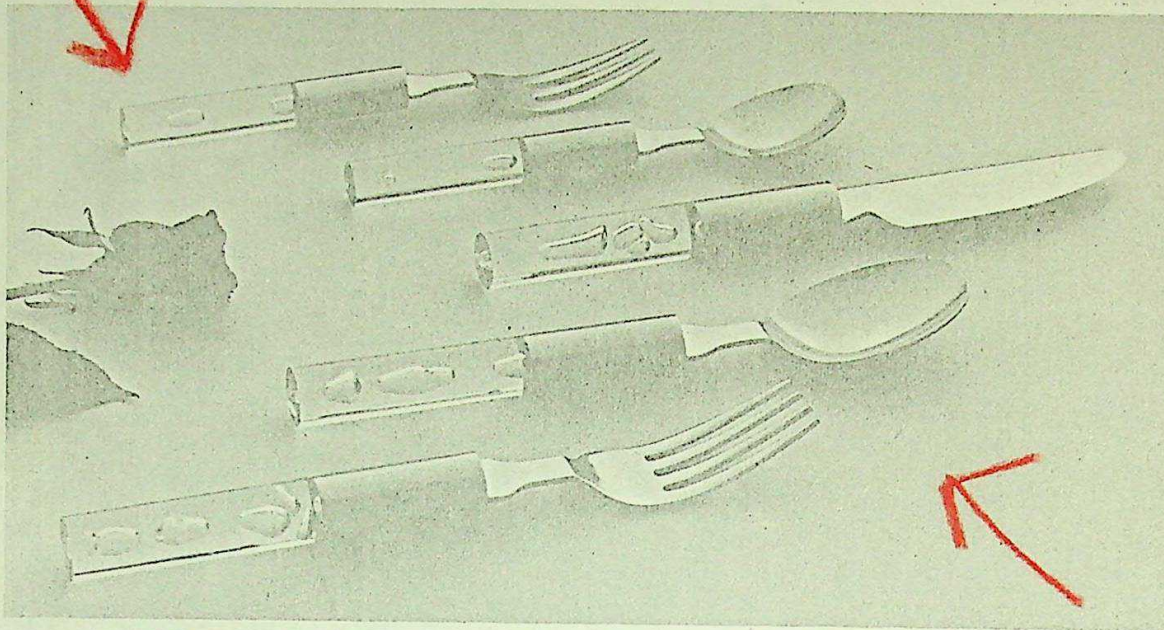
We reserve the right to substitute similar merchandise of equal or better quality. If substituted merchandise is not acceptable, you can return it postpaid during your Free Trial period without further obligation.

D7/642

Housewares

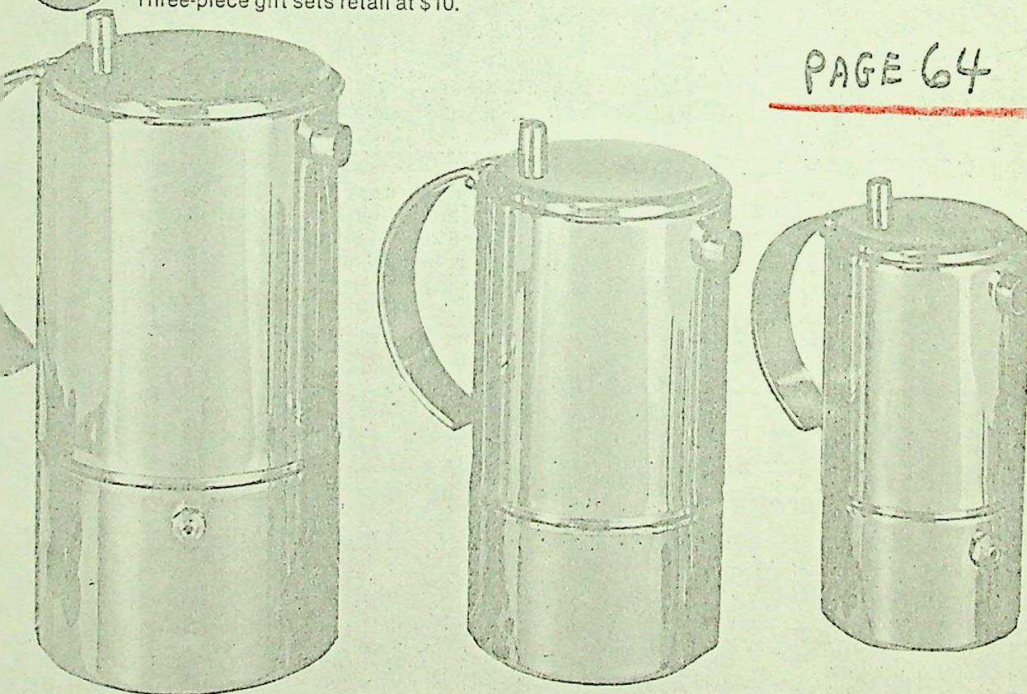
SEPT. 17, 1984 HFD

On the table for Chicago



1

ANACAPA CORP., Harbor City, Cal.: New Neptune flatware has contemporary styled acrylic plastic handle with randomly occurring bubbles. It comes in five-piece place settings to retail at \$25 each. Firm is also unveiling new melamine dinner-ware for children in My House and Farm patterns. Three-piece gift sets retail at \$10.

PAGE 64

2

CHEF SPECI the name of pepper mill. 1 inches high, 1 erated manu



3

F.S. IMPORTS INC., Morton Grove, Ill.: Italian made stove top espresso coffeemakers are contemporary styled. Made of 18/10 stainless steel, the espresso makers are available in three sizes: one cup, 1-3 cups, and 3-6 cups, retailing from \$29.50 to \$39.50. Each unit is guaranteed to resist spotting, rust and corrosion.

4

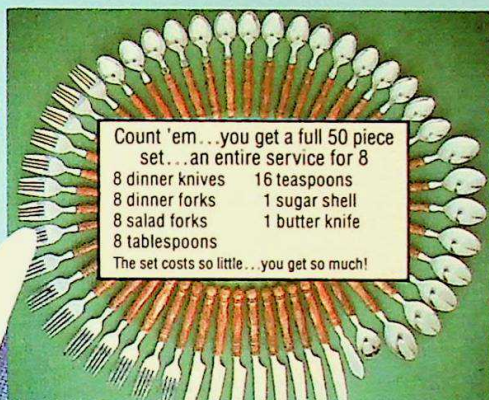
ANCHOR HOCKIN chard line of ceram dinner and salad p tree and basket in ers, and bowls are band around the fir

D7/642

Try the entire

50-piece Colonial-Style Flatware Set

Received 4-3-1984

AMAZING
SEND NO
MONEY
OFFER!

Count 'em... you get a full 50 piece set... an entire service for 8

8 dinner knives	16 teaspoons
8 dinner forks	1 sugar shell
8 salad forks	1 butter knife
8 tablespoons	

The set costs so little... you get so much!

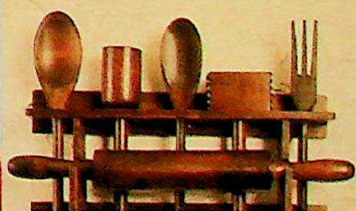
for 30 days
FREE! (with credit approval)*Just about every spoon, fork and knife you'll ever need...*Just **\$19⁹⁹** (plus shipping & handling)

Why should you take this genuine wood-handled service for eight into your home for the next 30 days?

- **It's beautiful**—with the warmth, richness and charm inspired by our American heritage!
- **It's durable**—with mirror-finish stainless and rich polished hardwood that are dishwasher-safe for years of service.
- **It's versatile**—you can use it for guests, for special occasions, or for casual family needs.
- **It's well-crafted**—designed for comfort and ease of handling.

AND ALL 50 PIECES CAN BE YOURS AT A PRICE THAT'S ALMOST UNBELIEVABLE!

*But that's not all!
You get these 2 FREE Gifts simply
for trying the flatware!*

**7-Pc. Kitchen Utensil Kit**

This walnut-finish hardwood hanging rack really shows off your utensils, and keeps them ready for use. You can keep all 7 pieces... no matter what you decide about the service for eight!

(Utensils made in Taiwan, Philippines or People's Republic of China.)

**A Special Surprise Gift**

We can't tell you what it is... that would spoil the surprise! But we will tell you it's something for you, your home or your family... and it's something you're certain to like!


5-061031-000

VALUES DIRECT TO YOU FROM
fingerhut

ANOTHER OF THE MANY FINE PRODUCTS AVAILABLE FROM FINGERHUT

We reserve the right to substitute similar merchandise of equal or better quality. If substituted merchandise is not acceptable, you can return it postpaid during your free trial period without further obligation. (Made in Taiwan or Japan)

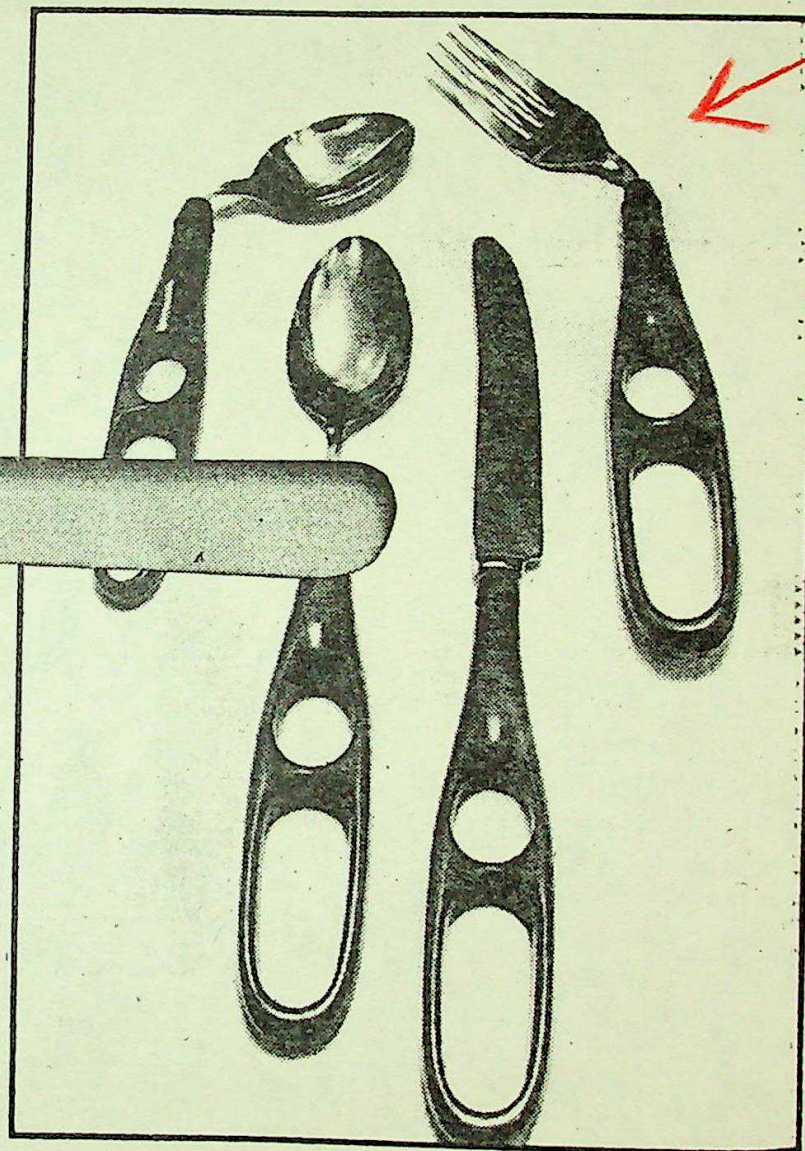
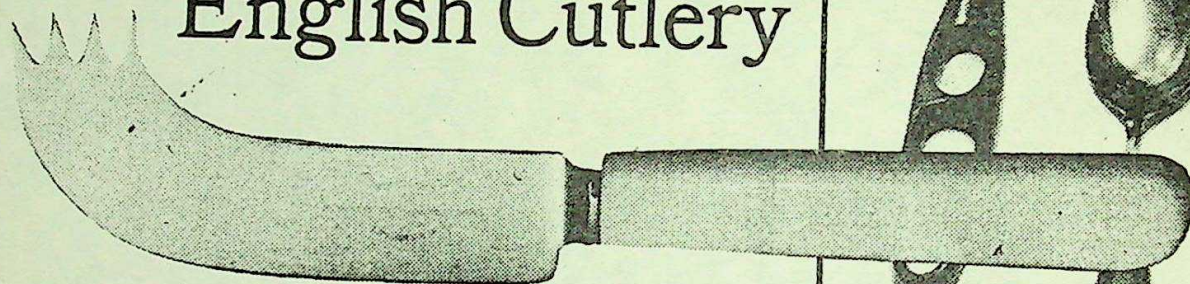
Received 4-3-1984

SEND NO MONEY 
SEND COUPON TODAY!

D7/642

Home Beat | Suzanne Slesin

Easy-to-Grasp English Cutlery



ACCORDING to Donna Pettick, who, with Anne Mele, owns the Able Child, a lower-Manhattan educational-toy store, Multigrip cutlery "gives a person the option of grasping the pieces from the outside like large handles, or grasping them through the holes if their grasp is weak." The dishwasher-safe utensils, right, have knife, fork or spoon extensions that can be angled in any direction and will suit right- or left-handed people. Designed in England in association with the Arthritis Foundation, the flatware is suitable for people who suffer from arthritis as well as for small children who are just learning to eat. A knife is \$8.50, a fork or spoon is \$7.50. The store also carries a Nelson knife, above, a type of rocking knife that makes it easier for a person who can use only one hand to cut food. It is \$15. The Able Child, at 154 Chambers Street, is open Tuesday, Wednesday and Friday from 10:30 A.M. to 6:30 P.M.; Thursday to 7:30 P.M., and Saturday from 10:30 A.M. to 6 P.M. The number is 406-2814.

Bookends by
Angie Naron
include bowlers,
below, golfers,
runners and
waltzers: \$48 with



Terraillon bathroom

JAN. 5, 1984

D7/642

NOVEMBER, 1982

TABLEWARE
INTERNATIONAL

p. 8

Birthday tribute

Stoke-on-Trent – Stoke-on-Trent Museum and Art Gallery will be marking Susie Cooper's 80th birthday (29 October 1982) with a small exhibition of her designs spanning the whole of her working life 1922–1982.

Susie Cooper first entered the pottery industry 60 years ago and her work has had a profound effect on it.

After working for A E Gray, Hanley, where she produced many award winning designs, Susie Cooper began her own business in 1929. A false start caused by the Wall Street Crash did not deter her and during the 1930s she produced her exciting designs for earthenware. She was determined to improve the lithographic printing technique and persisted in her efforts to produce printed designs which could be mistaken for hand-painted patterns. Her tableware shapes were decidedly modern and practical.

In 1940 Miss Cooper was awarded the accolade 'Designer for Industry' by the Royal Society of Arts, the first time that the award had been made solely for pottery design. An appropriate tribute to a designer who showed the way in both design and technical achievement.

Susie Cooper turned to designing for the bone china body during the 1950s and again achieved great success. In 1966 she became part of the Wedgwood Group and has continued to produce designs of exciting freshness.

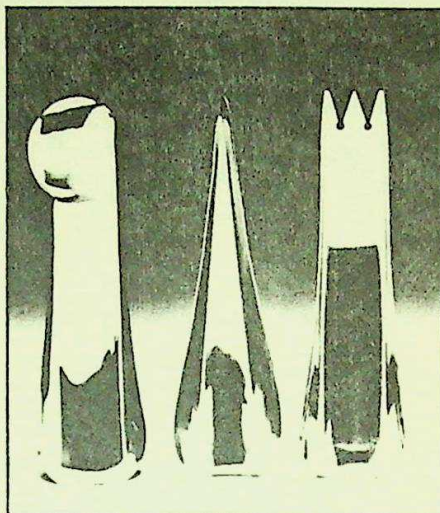
Susie Cooper's value to the pottery industry was recognised in 1979 when she was awarded the OBE.

The exhibition of her designs at the Stoke-on-Trent Museum and Art Gallery will be open from Thursday 28 October to Saturday 20 November. Admission is free and the opening times are Monday–Saturday: 10.30–5.00, Wednesday: 10.30–8.00. The exhibition is closed on Sundays.

New home for Collectors Club

London – A new gallery on the premises of china and glass specialists Leather and Snook, Piccadilly, London, is the new public home of the Royal Doulton International Collectors Club. The gallery will feature constantly changing exhibitions of hitherto unseen items from the Royal Doulton archives in Stoke-on-Trent. The Club, formed last year to promote the study of the company's tradition and historical wares, already provides members from all over the world with such benefits as exclusive items and a quarterly magazine.

The first exhibition to be held at the gallery is the company's historical collection of more than 120 character and toby jugs which is being shown in Britain for the first time. The collection returned from a tour last year of Canada and the USA and will be on display at the gallery until Christmas.



Left: This cutlery set for arthritic and disabled people was designed by 22-year-old Philippe Handford in conjunction with patients and doctors at Stoke City General Hospital. Philippe was runner-up in this year's DIA Melchett Award made annually by the Design and Industries Association Trust in memory of the late Lord Melchett, president of the IDA from 1969–1971. Philippe considered that cutlery available to disabled people was unattractive and exaggerated their disability. Cost of manufacture and the purchase price were major design considerations

Below: Two well-known Royal Doulton Character Jugs – John Barleycorn (left) was the first created by Charles Noke when he revived the Staffordshire tradition in 1934, while Henry VIII was designed by the company's present art director of ceramic sculpture, Eric Griffiths, in 1975. See 'New home for Collectors Club'



body of the toby – and since then more jug collections have been formed than ever before.

The exhibition at Leather and Snook is being staged in a unique form. The jugs are displayed in 11 large, open books, made of fibreglass, which together form a giant library of different themes.

International Collectors Club director, Louise Irvine, said: 'We have chosen a particularly important historical exhibition for the opening of our new gallery, which will provide collectors visiting London with a much needed venue.'

Jobs preserved at Wood & Sons

Stoke-on-Trent – At the height of the recession in the pottery industry during the Spring, some 160 jobs were saved together with part of a great tradition dating back to 1750.

Cash flow difficulties had placed in jeopardy the old-established and world famous business

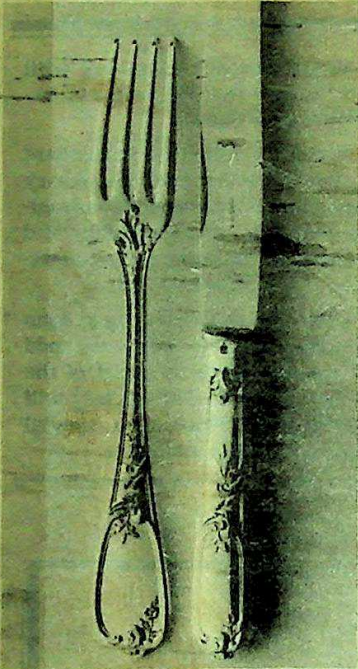
The new company began trading on 29 March, and, since the start of production on 19 April, 20 more jobs have been created to meet the demands of a steadily rising order book.

The enterprise is headed by Mr E Yorke (chairman) and his nephew Mr N E Yorke (managing director), both former directors of the old Wood & Sons Ltd, who have emphasised their intentions to preserve the continuity of production of high quality established lines, and to give good delivery, which they believe was a feature of the former company. Also, they plan to keep a constant watch on costs and prices so as to maximise the company's all-round competitiveness in all markets.

Today's difficult trading conditions have presented a host of challenges as well as problems for the industry. The fact that the new company is gaining ground under such adverse circumstances is a reflection both of the success of initial policies and of the reputation and customer loyalties inherent in the Wood & Sons name. It is also an encouraging and hopeful

↑ TOP LEFT OF PAGE 24

tabletop/gifts



FONTENOY, the most highly decorated of Baccarat's new Ercuis silverplated flatware line, retails at \$160 a five-piece place setting.

Baccarat Silverplate, Bright Pewter to Bow

NEW YORK — Baccarat will begin shipping a line of French-made silverplated flatware this April and will start delivery on a collection of bright-finished pewter holloware next month.

The introduction to this country of 12 flatware patterns by Ercuis follows the termination of Baccarat's relationship with Christofle, the prestigious French flatware producer. Baccarat had served as Christofle's agent in this country for 12 years, but effective Feb. 1 the firm established its own sales force here in the process of setting up a U.S. subsidiary.

Baccarat general merchandise manager Mary Anne Sale said the Ercuis line, priced from \$140 to \$160 a place setting, will expand the relatively limited design scope of high-quality silverplated flat-

ware available in this country. There will be no price promotions on the line, she said.

Baccarat's new line of pewter, Etaine du Manoir, previously imported here on a direct basis by some stores, includes serving pieces and decorative accessories in upper price brackets.

The suggested retail on a four-piece coffee set, without tray, is \$685.

Sale said the new line will appeal to consumers who want the look and feel of silver but not the chore of polishing.

Both the Ercuis and the Etains du Manoir goods will be distributed on a "reasonably limited basis," Sale said, patterned after the firm's distribution of its Baccarat crystal and Ceralene china, which now go to some 450 main accounts.

news briefs

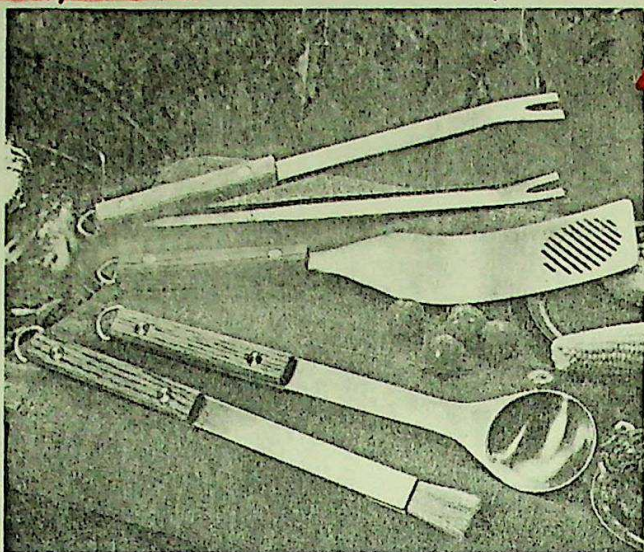
9 Seats Now on Board Of Chicago Gift Show

CHICAGO — Eastern Manufacturers and Importers Exhibit, the board overseeing the Chicago gift

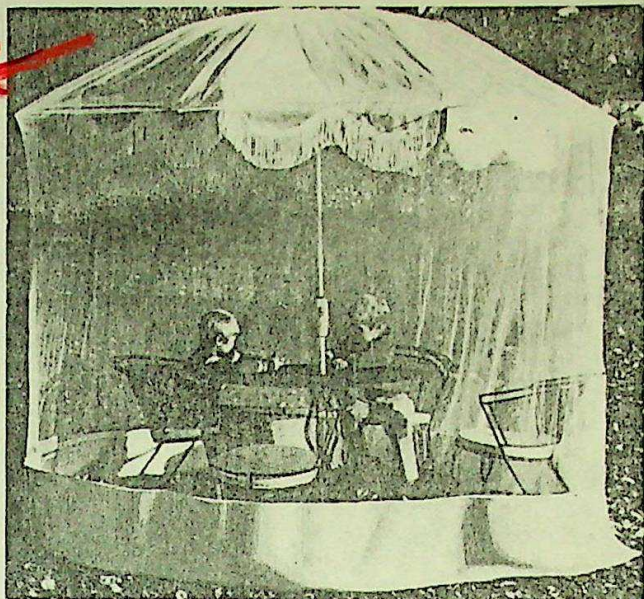
Tabletop Study Issued By Packaged Facts

NEW YORK — Packaged Facts, a New York information research company, has published

**THE
NEW YORK**



Handsome and sturdy barbecue tools made of brushed stainless steel with oak handles and aluminum hanging rings are 18 in. long. They're sold individually for \$8 to \$10 or in sets at a savings. Fork and grill-scraper tools also available. Accessories include safety matches, fire lighter and bag of hickory chunks. Christen, Inc., 59 Branch St., St. Louis, Mo. 63147.



Enjoy your patio free of mosquitoes with the Screen-a-brella, a nylon screen with vinyl border that drapes over 5- to 9-ft. diameter umbrellas. Rods to extend screen diameter included. Cost is \$50 from M-P Corp., 6466 Chene St., Detroit, Mich. 48211.

braziers that have many optional accessories. All types of braziers—charcoal, gas and electric—have models that range in size from tabletop units to oversize ones.

Smoke ovens are a type of charcoal brazier that incorporate a water pan positioned over the charcoal. Once set up, you can leave these charcoal-water cookers for several hours depending on the meat you use. A disadvantage of charcoal is that it takes at least half an hour after lighting to heat for use.

Gas grills initially can be more expensive than charcoal ones, but

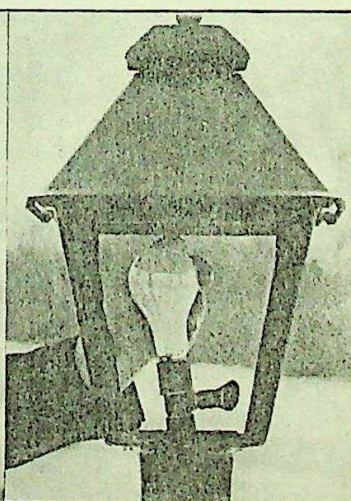
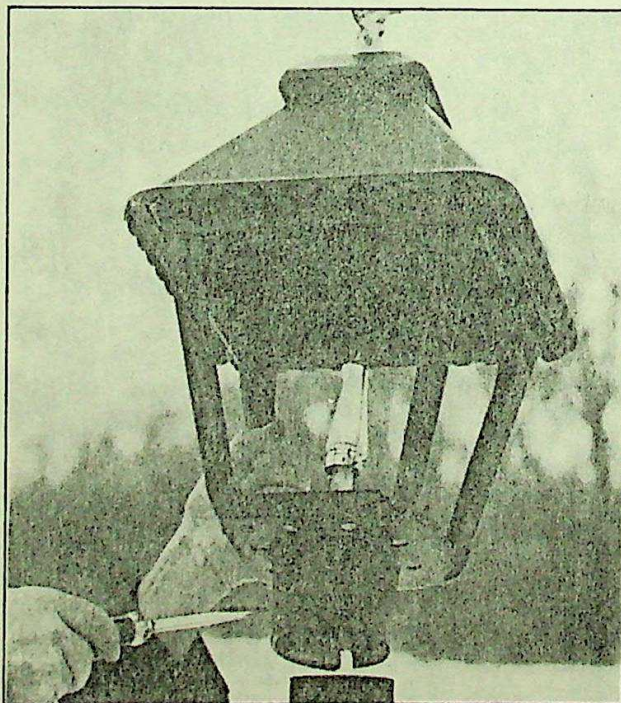
are generally less expensive to operate. They come with permanent volcanic rocks that cook food by radiant energy. Speed is the feature attraction of these grills. In 10 minutes or so the rocks are hot enough to cook food. Clean-up is easy; there is no messy charcoal.

Electric grills cost more to buy but less to operate than charcoal units. The electric units also come with lava rock which heats quickly. The major drawback is that an outdoor electrical outlet must be handy.

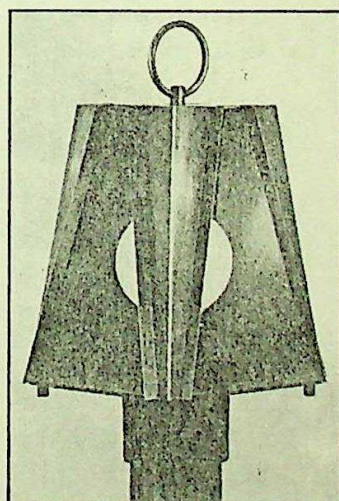
A set of outdoor cooking utensils stored together is a great convenience.

Long-handled tools are particularly good. A meat thermometer, skewers, asbestos mitt and basting brush are also helpful. Heavy-duty foil is invaluable for lining a charcoal pit, making drip pans and wrapping food for grilling. A handy work surface—simply a pair of sawhorses topped by plywood—where you can place food, seasonings and utensils is another aid.

Good food and friends make a successful barbecue. Keep surroundings simple, have good seating and light for night parties, and your gatherings will be memorable. **PM**



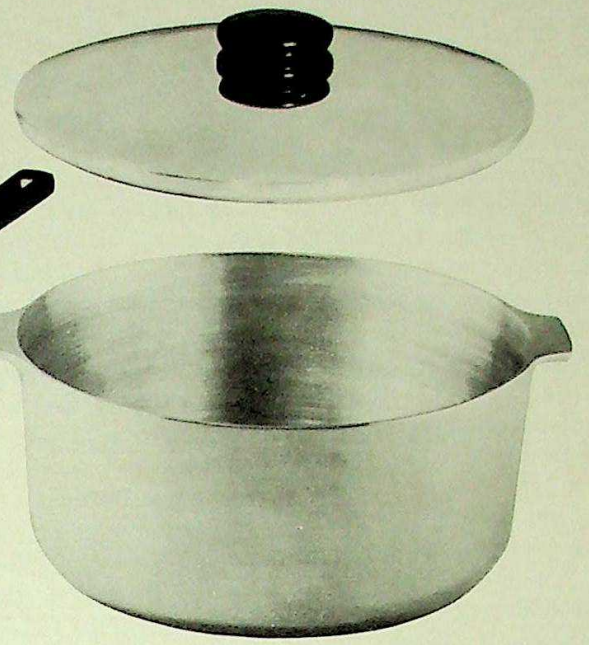
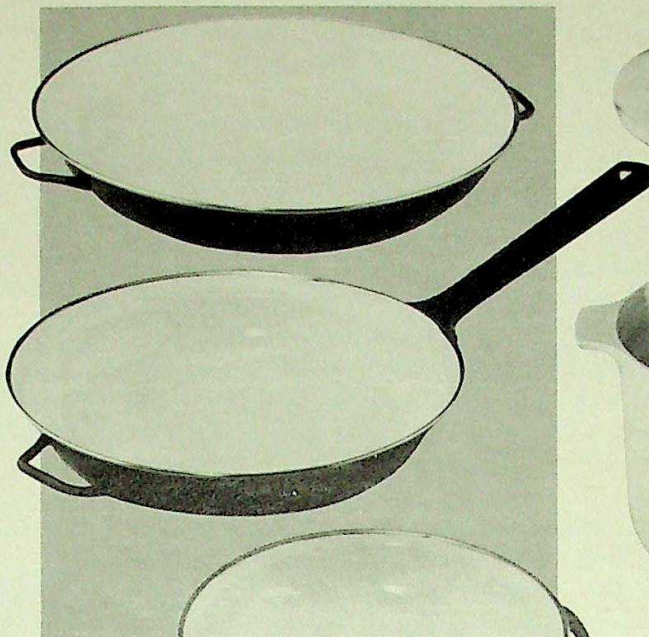
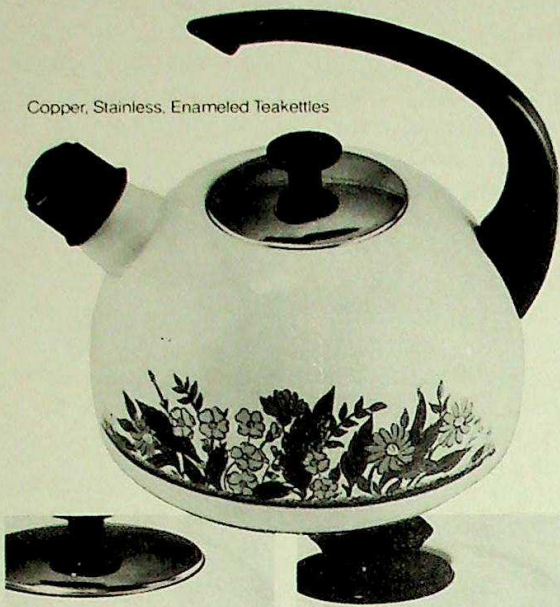
Turn a gas lamp into an electric one to go on at dusk, off at dawn with Intermatic's photo control kit, \$20. Run an electric line to light, remove the gas mantle and fixture (left), add control, bulb (top). Intermatic, Inc., Spring Grove, Ill. 60081.



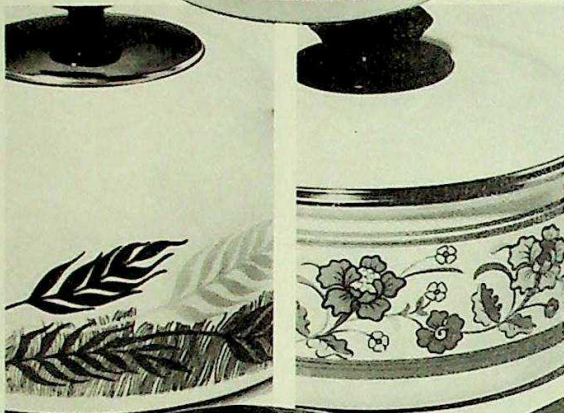
Light your patio in a contemporary way with this sculptured lamppost lantern by Thomas. Solid brass lantern, ticketed at \$73, has smoked glass panels and black post. Thomas Industries, Inc., 207 East Broadway, Louisville, Ky. 40202.

Niceecessities™

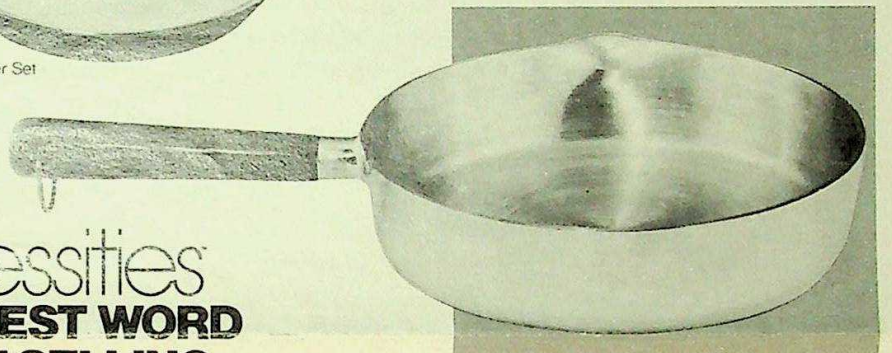
Copper, Stainless, Enameled Teakettles



Cast-in-Aluminum™ Cookware

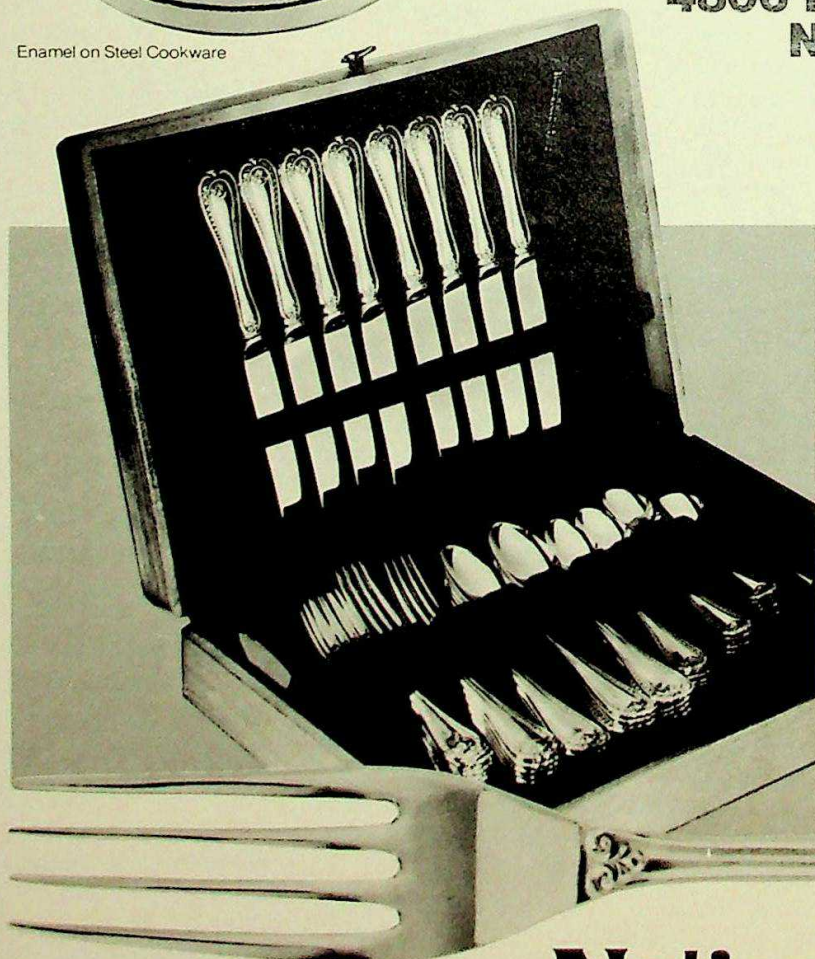


Sizzling Platter Set

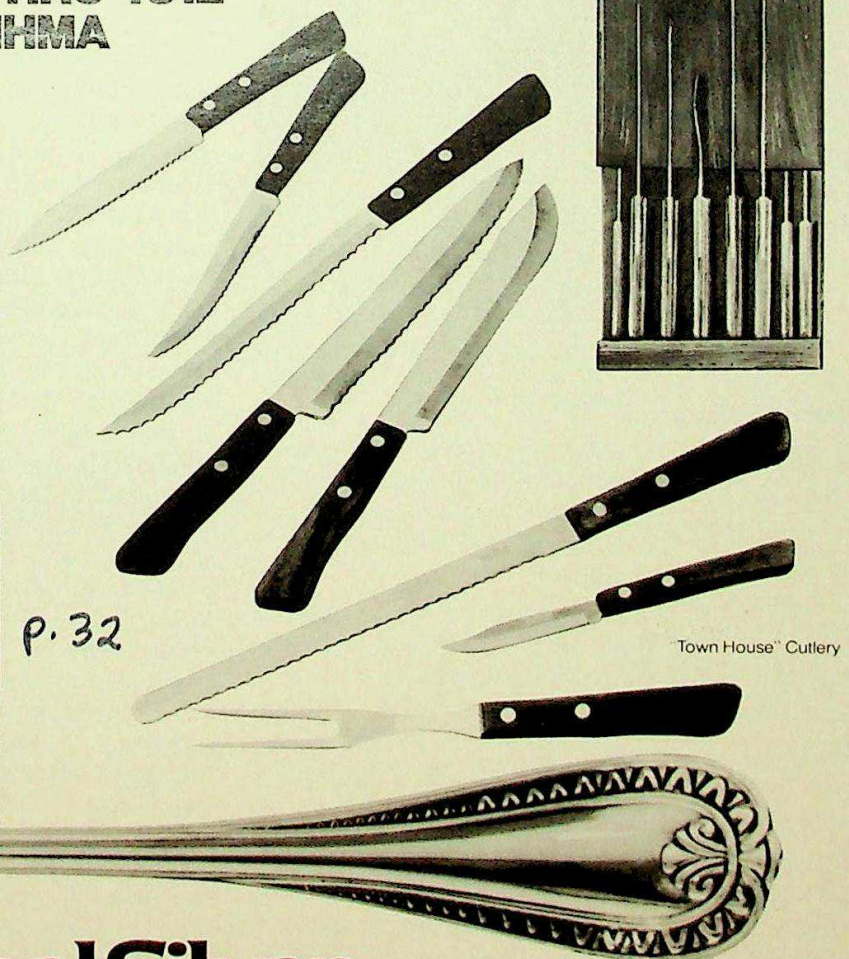


Enamel on Steel Cookware

Niceecessities
THE LATEST WORD
IN FAST SELLING
HIGH PROFIT
HOUSEWARES
BOOTHS
4806 THRU 4812
NHMA



Sovereignty™ Continental Size Stainless



"Town House" Cutlery

37/ FLATWARE BOX

P. 32

National Silver
for household niceecessities

JAN. 16, 1978

National Silver Company, New York, NY 10016; Commerce, California 90040; Natsilco, Inc., Toronto, Ontario, Canada M5J1C5

RETAILING HOME FURNISHINGS

New Showrooms Predicted Over Several Years

By Maureen Bruschi

NEW YORK (FNS) — The catalog-showroom industry continues to grow, and financial analysts predict that this growth will cut into conventional retailers' sales. Most Wall Streeters anticipate continued showroom expansion over the next few years.

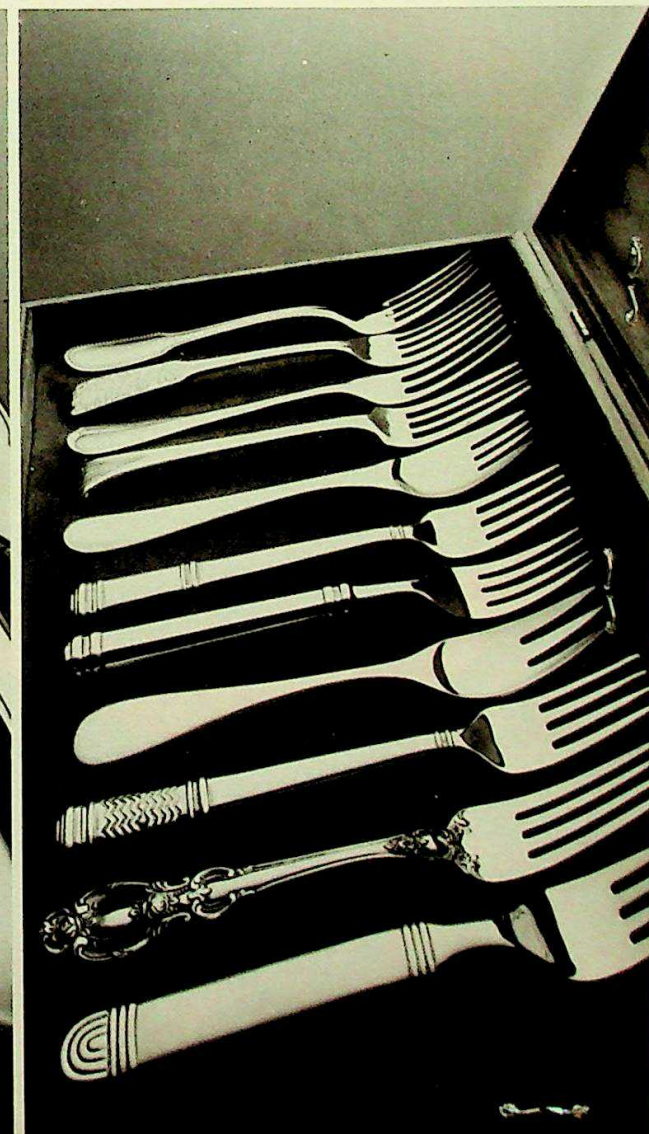
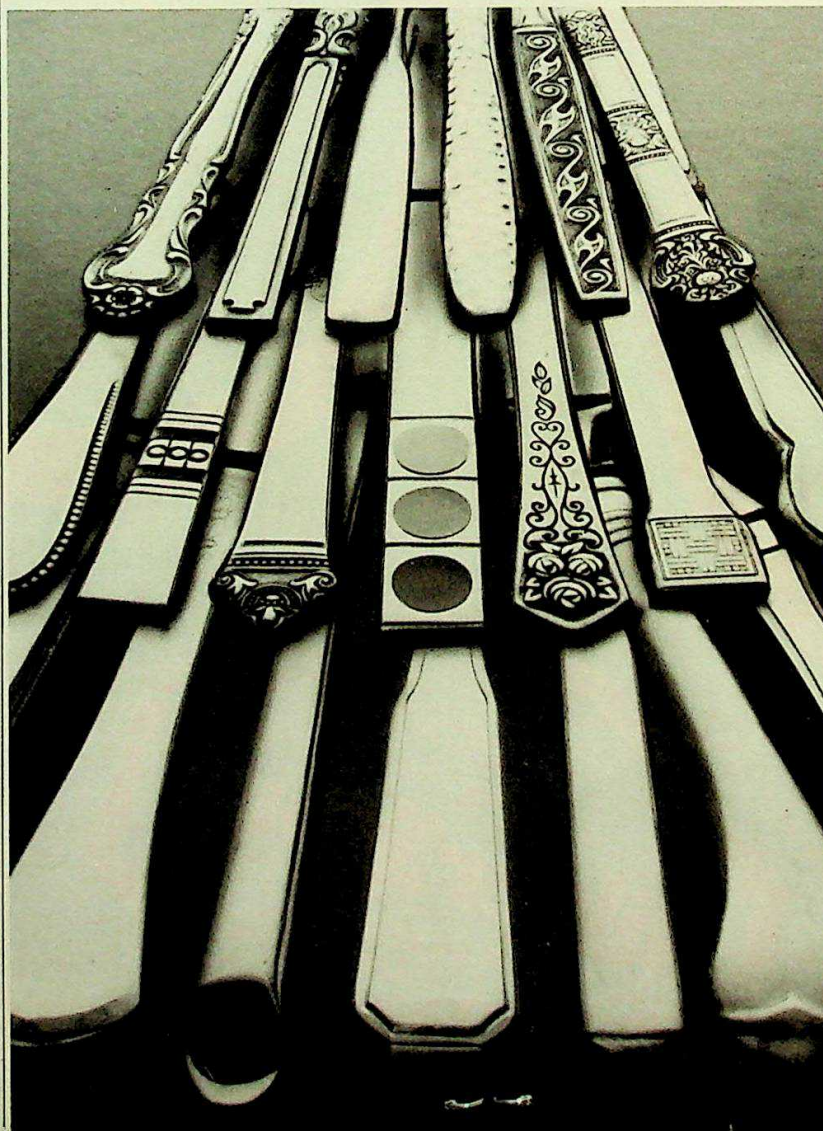
"Expansion will depend on whether or not catalog chains can penetrate the metropolitan areas as well as they did other areas," said David Aronowsky of Standard & Poor's. "If they can, catalog-showrooms have excellent expansion possibilities over the next four years."

According to Kenneth P. Pearlman of Loeb Rhoades & Co., "The key to the success of a catalog-showroom is the lower cost structure, which allows lower selling prices." Pearlman pointed out that gross margins are about 25 per cent at the major catalog houses compared with 32 per cent at a discount store and 40 per cent at a department store.

A lower-cost structure has given catalog firms a competitive edge, but that alone is not enough to insure success, analysts said.

They pointed out, in explaining why some major

Oxford Hall has set a full table for you in Chicago.



D7/FATWANE
BOX

RETAILING HOME FURNISHINGS
SEC. 3
JAN. 16, 1978 P. 16

with matching stainless and remarkably versatile "Separates." Yours with a uniquely usable group of cook-serve-store pieces. All oven (& microwave), freezer, dishwasher and detergent safe. All in open stock and special value sets. Limited 2-year replacement warranty, too: full details in all sets and at your retailer.

Noritake understands

To see all that Noritake understands, write Noritake Dept. V, 1031 Redna Terrace Cincinnati, OH 45215. In CANADA, 90 Nugget Ave., Agincourt, ONT. M1S 3A7

Noritake



CRAZY QUILT

OUTLOOK

GLIMMER

MATCHMAKER

LINEAGE

VERSE

PATCHES

HAPPY TALK

p. 81

JAN. 10, 1977

Noritake understands how national advertising helps you sell. This ad—in full color—will run in Modern Bride and Bride's Magazine all year long with other formal and casual ads.

D7/FLATWARE BOX

JAN. 10, 1977 P. 81
RETAILING HOME FURNISHINGS
SECTION 1

Special Introductory Offer

P. 1f

GOOD HOUSEKEEPING
NOV. 1976



Presenting "Brahms" in Oneida Community Stainless

Lovely "Brahms" is a luxurious traditional pattern in solid stainless with a distinctive pierced-handle design. Crafted in the best tradition of Oneida Ltd., this classic service will add extra elegance and charm to your table for years to come.

For those with other design preferences, we offer six other patterns. Early American *Patrick Henry*, Mediterranean *Via Roma*, traditional *Chatelaine*, continental *Voilà*, Scandinavian *Vinland*, or Spanish *Isabella*.

Take this opportunity to start a set in your favorite pattern at special savings.

Betty Crocker

A five-piece place setting includes: dinner fork, deluxe hollow-handle knife with forged blade, salad/dessert fork, oval soup spoon and teaspoon. In "Brahms" and "Voilà" only \$4.50. All other patterns \$4.25. (You'd expect to pay more than twice as much in stores for a five-piece place setting of this quality.)

Add to your set from time to time with individual pieces from open stock at big savings with Betty Crocker coupons. Discover hundreds of lovely items to save for in the Betty Crocker Coupon Catalog included with your order. You'll find Betty Crocker coupons on more than 175 General Mills' products.

If not entirely satisfied, return merchandise within 10 days and your money will be refunded. Order early! Offer expires January 17, 1977.



"Brahms"
Five-piece
place setting
\$4.50

D. 236, 068

General Mills Box 273

Minneapolis, MN 55460

☐ I enclose \$4.50 (CHECK OR MONEY ORDER) for a 5-piece place setting in: ☐ Brahms ☐ Voilà

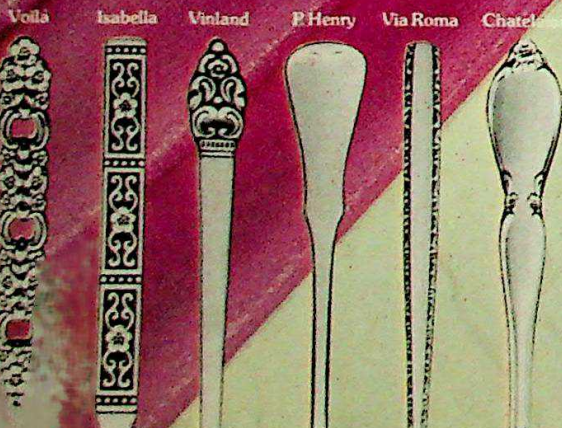
☐ I enclose \$4.25 (CHECK OR MONEY ORDER) for a 5-piece place setting in: ☐ Isabella ☐ Vinland ☐ P. Henry ☐ Via Roma ☐ Chatelaine
Limit one place setting per family please. Offer good only within U.S.A. Please allow up to six weeks for shipment. Offer expires January 17, 1977.

PLEASE PRINT CAREFULLY. THIS WILL BE YOUR SHIPPING LABEL.

Name _____

Address _____

City _____ State _____ Zip _____



Special Holiday Gift Offer

Handsome serving pieces in Oneida Community Stainless to match your favorite pattern from the Betty Crocker Coupon Catalog.



How often have you wished you owned elegant serving pieces like these, especially during the holidays when you want to set a festive table for your family and guests?

Well, now you can take your choice from seven of our beautiful stainless patterns — and save money besides. What a simple, inexpensive way to complete or complement your own set and to say "Happy Holidays" to someone on your gift list, too.

Betty Crocker

Butter Knife
Sugar Spoon
& Jelly Server

\$3.00

(\$2.75 all other patterns)



Brahms

Pierced Serving
Spoon &
Cold Meat Fork

\$2.75

(\$2.50 all other patterns)

You'd expect to pay over twice as much in stores for serving pieces in this quality Oneida stainless.

Discover more values in Oneida Community Stainless and Silverplate and over 100 other lovely items in the Betty Crocker Coupon Catalog included with your order. Save Betty Crocker coupons you will find on over 175 General Mills' products.

If not entirely satisfied, return merchandise within 10 days and your money will be refunded. Order today! Offer expires December 15, 1975.

Large Serving Spoon

\$2.00

(\$1.75 all other patterns)

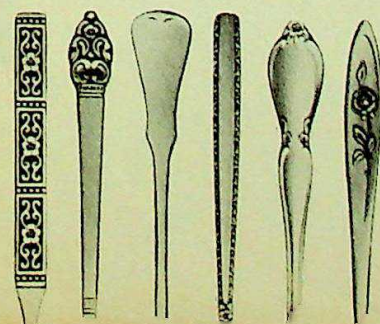


Gravy
Ladle
FREE



Our gift to you
when you order
the other six
pieces.

Isabella Vinland P. Henry Via Roma Chatelaine My Rose



General Mills, Inc., Box 153, Minneapolis, Minnesota 55460

I enclose a check or money order for \$

CHECK YOUR PATTERN CHOICE BELOW:

☐ Brahms ☐ Isabella ☐ Vinland ☐ P. Henry ☐ Via Roma ☐ Chatelaine ☐ My Rose

Please send me (CHECK APPROPRIATE BOX)

☐ Butter Knife, Sugar Spoon and Jelly Server ☐ Large Serving Spoon
Brahms \$3.00 (All other patterns \$2.75) Brahms \$2.00 (All other patterns \$1.75)
☐ Pierced Serving Spoon and Cold Meat Fork ☐ The Whole Works: all 6 pieces plus Free
Brahms \$2.75 (All other patterns \$2.50) Gravy Ladle—Brahms \$7.75 (All other patterns \$7.00)

Name D 236 068

Address "BRAHMS"

City _____ State _____ Zip _____

To assure delivery, give zip code.
Offer good only within U.S.A.
Offer expires Dec. 15, 1975.

BETTER HOMES & GARDENS

Set the tone of Beethoven in Silver or Gold.

PAGE 9

SEPT, 1975

Special Introductory Offer.



Whether you choose to set the tone of your table in Beethoven silverplate or gold electroplate, you'll get the ultimate in classic beauty. Crafted in the best tradition of Oneida Silversmiths, Beethoven or Golden Beethoven are the finest in quality and weight that we have ever offered our coupon savers. In addition to place setting pieces, we offer two sets of serving pieces for a limited time to help you complete your table setting in all its elegance.

Betty Crocker

You'd expect to pay at least twice as much in stores for this quality silverplate and goldplated flatware. Take this opportunity now to begin or add to your elegant Beethoven service. You can add to it from time to time, individual pieces from open stock at great savings with Betty Crocker coupons. You will find the coupons on more than 175 General

Mills products, including Big "G" cereals, Betty Crocker Dessert Mixes, Dinner Mixes and Potato products and Gold Medal Flour. With your order, we'll also send you our catalog. It includes 19 different Beethoven pieces in your choice of silverplate or gold electroplate. If you're not completely satisfied, return your order within ten days and your money will be refunded. Offer expires November 17, 1975.

4-pc. place setting
\$7.50 Beethoven Silverplate ☐
\$9.95 Golden Beethoven ☐

Cold meat fork & pierced tablespoon set
\$4.00 Beethoven Silverplate ☐
\$8.00 Golden Beethoven ☐

Butter knife, sugar spoon, jelly server set
\$5.00 Beethoven Silverplate ☐
\$8.00 Golden Beethoven ☐

General Mills, Inc.
 Box 769, Minneapolis, MN 55460

I enclose \$_____ (check or money order) for items ordered as checked.

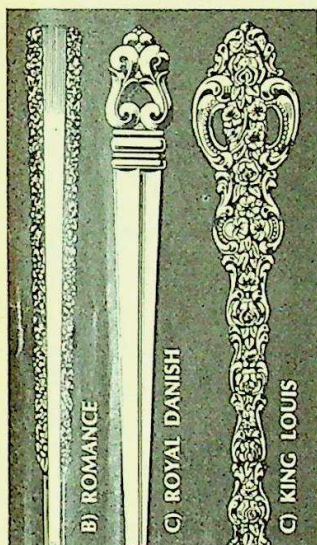
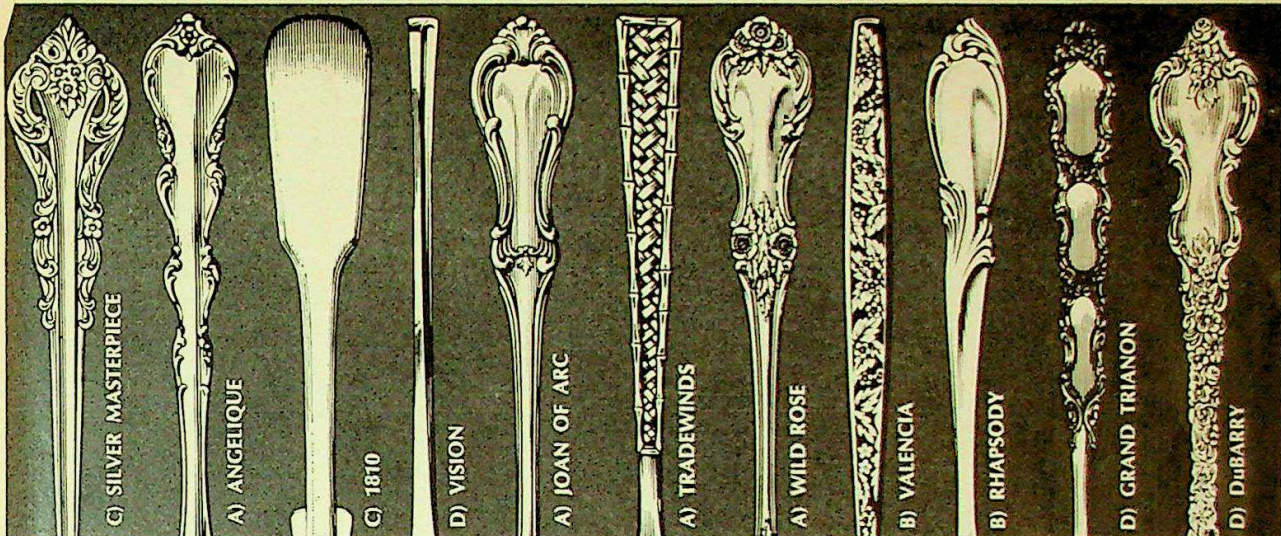
NAME _____

ADDRESS _____

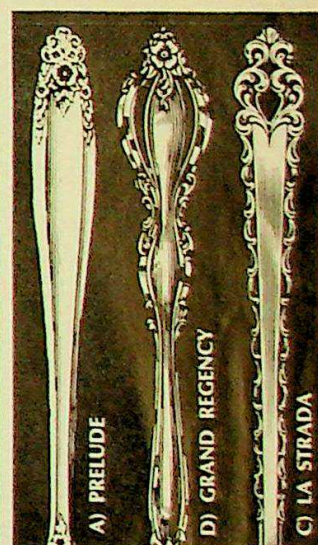
CITY _____

STATE _____ ZIP _____

Limit: One each of the sets offered per family please. To assure delivery, give zip code. Offer good only within U.S.A. Expires November 17, 1975.



SAVE BY MAIL AT JACCARD'S!
40% OFF
INTERNATIONAL
STERLING SILVER
35% OFF 3 PIECE PLACE SETTINGS!
30% OFF ALL OPEN STOCK!

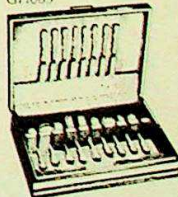


24 MONTHS TO PAY! WITHOUT ANY FINANCE CHARGES

Buy on Jaccard's Silver Club Plan with 10% down and balance in 24 equal monthly payments (\$5.00 minimum). The following statement is required by law, "Cost of credit is included in price quoted for goods and services." (However, you don't pay extra for credit. Our deferred payment price is exactly the same as our cash price.) Sale ends September 30, 1975 so order now.



GH085



FREE SILVER CHEST!

Holds 130 piece service. Pacific Cloth lined silver chest free with purchase of \$300 or more. Partial listing shown. Complete sale price list available upon request. If matching present silver, include tracings of knife, fork, soup spoon, butter spreader.

JACCARD'S
 JEWELERS SINCE 1829

JACCARD'S, 22 Petticoat Lane, Kansas City, Missouri 64106

Name: GOOD HOUSEKEEPING

Address: Aug. 1975 P. 27

City: _____ State: _____ Zip: _____

☐ Check enclosed for full amount (add sales tax as applicable).

☐ Master Charge or _____ Expiration Date _____

☐ BankAmericard No. _____

☐ Jaccard's Silver Club Plan (complete the following if using Jaccard's Silver Club Plan and enclose 10% down payment).

Employer's name and address: _____

Position: _____ Length of service: _____

Bank reference: _____

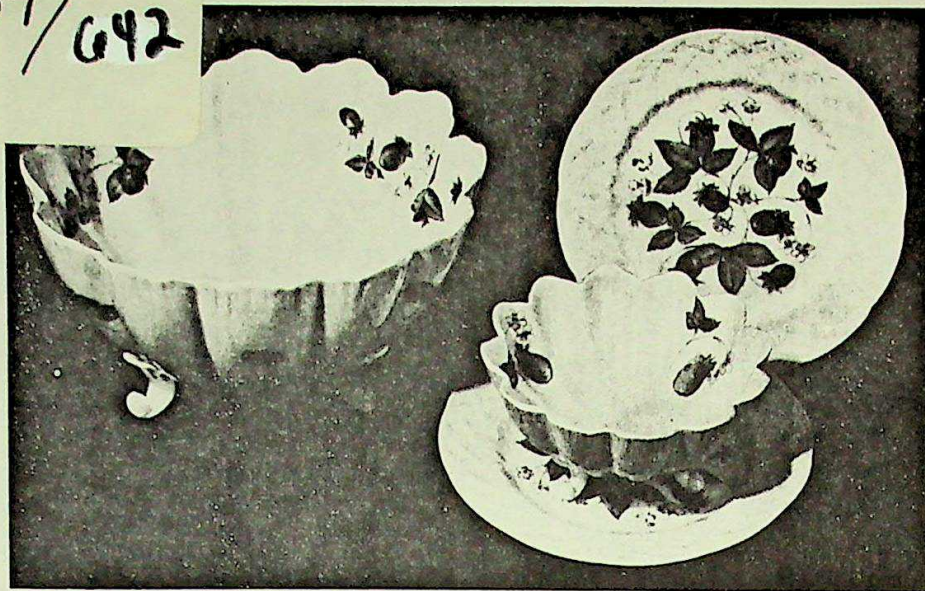
3-piece place setting is fork, knife, teaspoon. Add salad fork for 4-piece setting. 48-piece set is twelve 4-piece place settings. Please add \$2.50 handling/shipping charge. All 20 current International Sterling patterns included.

Please ship the following in

pattern:

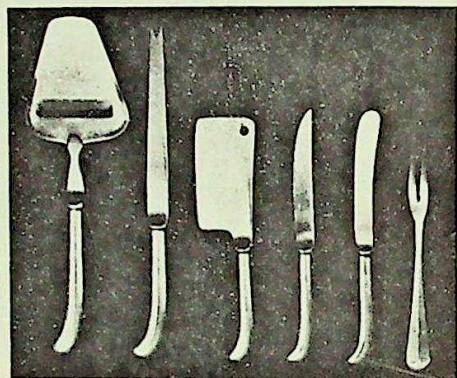
QUANTITY	GROUP A		GROUP B		GROUP C		GROUP D	
	REG.	SALE	REG.	SALE	REG.	SALE	REG.	SALE
48 piece set	1404.00	842.40	1614.00	968.40	1680.00	1008.00	1956.00	1173.60
3 pc. pl. setting	87.00	56.55	100.00	65.00	104.00	67.60	121.00	78.65
4 pc. pl. setting	117.00	77.55	134.50	89.15	140.00	92.80	163.00	108.05
Teaspoon	23.50	16.45	27.00	18.90	28.00	19.60	32.50	22.75
Place knife	30.00	21.00	34.50	24.15	36.00	25.20	42.00	29.40
Place fork	33.50	23.45	38.50	26.95	40.00	28.00	46.50	32.55
Salad fork	30.00	21.00	34.50	24.15	36.00	25.20	42.00	29.40
Place spoon	28.50	19.95	32.75	22.93	34.00	23.80	39.50	27.65
Spreader, hh.	20.00	14.00	23.00	16.10	24.00	16.80	28.00	19.60
Iced bev. spoon	29.50	20.65	34.00	23.80	35.50	24.85	41.25	28.38
Cocktail fork	16.75	11.73	19.25	13.48	20.00	14.00	23.25	16.28
Tablespoon, reg.	57.00	39.90	65.50	45.85	68.25	47.78	79.50	55.65
Tablespoon, pcd.	57.00	39.90	65.50	45.85	68.25	47.78	79.50	55.65
Sugar spoon	33.50	23.45	38.50	26.95	40.00	28.00	46.50	32.55
Butter knife, hh.	33.50	23.45	38.50	26.95	40.00	28.00	46.50	32.55
Cold meat fork	62.50	43.75	not available		74.75	52.33	87.00	60.90
Gravy ladle	62.50	43.75	71.75	50.23	74.75	52.33	87.00	60.90
Pie/cake knife, hh.	57.00	39.90	65.50	45.85	68.25	47.78	79.50	55.65
Olive/pickle fork	23.50	16.45	not available		28.00	19.60	32.50	22.75

D7/642



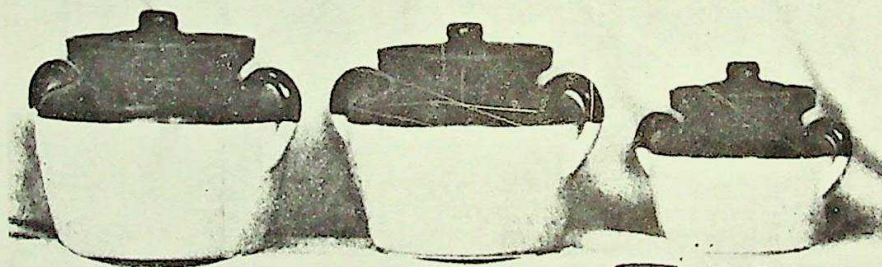
GIFTS & DECORATIVE ACCESSORIES

JULY, 1975
p. 91



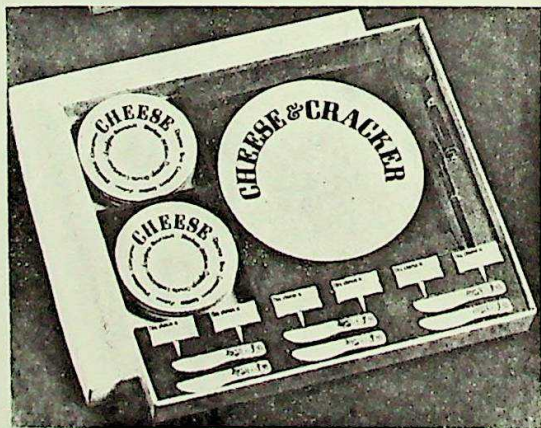
▲ For fruits, salad or dessert, Bernardaud Limoges porcelain serving pieces featuring an attractive strawberry motif. From \$6 to \$30. William Adams Inc., 208 Fifth Ave., New York 10010.

◀ Cheese serving accessories of stainless steel include cheese plane, \$3; cheese/bar knife, \$2.50; cleaver, \$2.50; fruit knife, \$2; spreader, \$1.75 and fork, \$1. Oxford Hall Silversmiths, Box 851, Hicksville, N.Y. 11590.



◀ The classic and versatile servers, off-white and brown bean pots come in three sizes. \$4.95 to \$8.19. Nelson McCoy Pottery, Roseville, Ohio.

A loaf of bread, a jug of wine can be served extra nicely with Italian ceramic pieces. Bread basket, \$6; jug, \$10. Sigma, 225 Fifth, New York.



Everything for a cheese tasting — 10 1/4 in. plate, six 5 in. plates (porcelain), spreaders, markers. 21-pc. set, gift-boxed, \$27.50. Shafford, 225 Fifth, New York.





... The right knife for the right job

High quality craftsmanship has been a Russell Harrington tradition for 150 years. The precision, manufactured DEXTER line has long been recognized as the finest used in the food service industry from coast to coast. There's a perfectly balanced DEXTER for every kitchen use — for fast, accurate, and economical cutting.

DEXTER cutlery is made from the finest high carbon and high carbon stainless steel and offers you the best and longest wearing edge qualities available. For the most complete line of quality cutlery, DEXTER can't be matched. Order from your DEXTER dealer today.

Please enter my order for the following DEXTER cutlery:

Quantity	Cat. No.	Description

Name _____

Business _____

Address _____

City _____

State _____

Zip _____

Postmarked June 5, '75

FSE 50M 6/74

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IN
U.S.A.

D7-642
D7/154

PROFESSIONAL CUTLERY

for the
food service industry



RUSSELL HARRINGTON CUTLERY, INC.,





... America's foremost fine quality cutlery since 1818

BONING KNIVES / wide or narrow blade



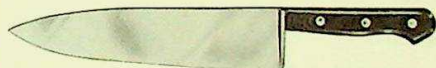
13G6R	6"	High-Carbon	Rosewood
S13G5R	5"	Stainless	Rosewood
S13G6R	6"	Stainless	Rosewood



13G5NR	5" stiff	High-Carbon	Rosewood
13G6NR	6"	High-Carbon	Rosewood
S13G5HBR	5" flex	Stainless	Rosewood
13G6HBR	6"	High-Carbon	Rosewood

also available in stainless steel

COOKS KNIVES / forged & regular



4898	8"	High-Carbon	Rosewood
48910	10"	High-Carbon	Rosewood
48912	12"	High-Carbon	Rosewood
48914	14"	High-Carbon	Rosewood



45A10H	10"	High-Carbon	Rosewood
45A12H	12"	High-Carbon	Rosewood



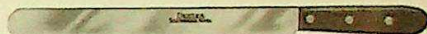
S6598HG	8"	Stainless	Rosewood
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SLICERS



S46910	10"	Stainless	Rosewood
S46912	12"	Stainless	Rosewood

SC - scallop edge

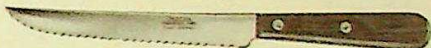


40912	12"	High-Carbon	Rosewood
40914	14"	High-Carbon	Rosewood



44910	10"	High-Carbon	Rosewood
44912	12"	High-Carbon	Rosewood
S4499HG	9"	Stainless	Rosewood

HG - hollow ground

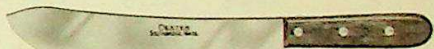


Utility Fruit Knife

S2096	6"	Stainless	Rosewood
S2096SC	6"	Stainless	Rosewood

SC - scallop edge

BUTCHER KNIVES

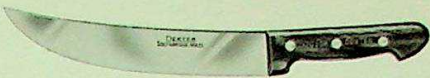


1196R	6"	High-Carbon	Rosewood
1198R	8"	High-Carbon	Rosewood
11910R	10"	High-Carbon	Rosewood
11912R	12"	High-Carbon	Rosewood



ROBERT HARRINGTON CUTLERY INC.

CIMETER KNIVES



32G10R	10"	High-Carbon	Rosewood
32G12R	12"	High-Carbon	Rosewood
S32G10R	10"	Stainless	Rosewood
S32G12R	12"	Stainless	Rosewood

STEEL/CERAMIC SHARPENER

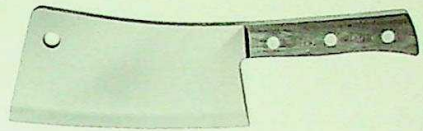


A12R	12"	Hard Steel	Rosewood
A14R	14"	Hard Steel	Rosewood

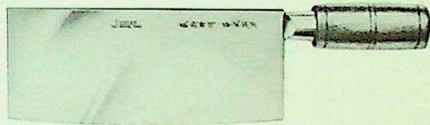


R12	12"	Ceramic	Rosewood
R14	14"	Ceramic	Rosewood

CLEAVER/CHINESE KNIFE



5287	7"	Solid Steel	Walnut
5288	8"	Solid Steel	Walnut
5289	9"	Solid Steel	Walnut
5387	7"	Solid Steel	Walnut



5178	8"	High-Carbon	Hardwood
S5198	8"	Stainless	Hardwood

COOK'S FORKS / forged & regular



S2896	10 1/2"	Stainless	Rosewood
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S2896 1/2	6 1/2"	Stainless	Rosewood
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heavy weight

28912MF	12"	High-Carbon	Rosewood
28914MF	14"	High-Carbon	Rosewood



L28914	14"	High-Carbon	Rosewood
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PARING KNIVES



193	3"	High-Carbon	Rosewood
S193	3"	Stainless	Rosewood
S193HG	3"	Stainless	Rosewood

HG - hollow ground



197	3"	High-Carbon	Rosewood
S197	3"	Stainless	Rosewood
S197HG	3"	Stainless	Rosewood

HG - hollow ground

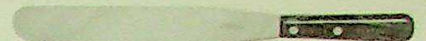


194 1/4 R	3 1/4"	High-Carbon	Rosewood
S194 1/4 R	3 1/4"	Stainless	Rosewood

SPATULAS/TURNERS

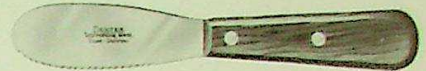


S2496 1/2	6 1/2 x 1 1/2"	Stainless	Rosewood
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S2496	6 x 15/16"	Stainless	Rosewood
S2498	8 x 1 1/4"	Stainless	Rosewood
S24910	10 x 1 5/8"	Stainless	Rosewood
S24912	12 x 1 3/4"	Stainless	Rosewood

Also available — extra flexible blade

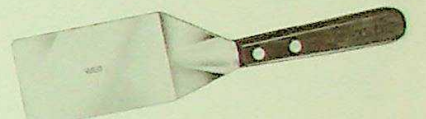


S2493 1/2	3 1/2"	Stainless	Rosewood
S2493 1/2 SC	3 1/2"	Stainless	Rosewood

SC - scallop edge



S245R	5"	Stainless	Rosewood
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S242 1/2	4"	Stainless	Rosewood
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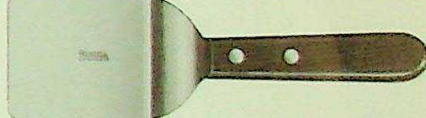


S8696	6" x 3"	Stainless	Rosewood
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other sizes available



L8386C	8" x 3"	High-Carbon	Rosewood
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S240	2 1/2"	Stainless	Rosewood
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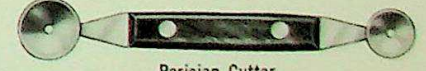
MISC. KITCHEN TOOLS



S3A	2 3/4"	Pizza Cutter Stainless	Aluminum
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965SC	4 1/2"	Steak, Table Stainless	Staminawood
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S42	7/8" x 1 1/8"	Parisian Cutter bowl	Rosewood
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ST-1	15"	Tongs Stainless	Rosewood
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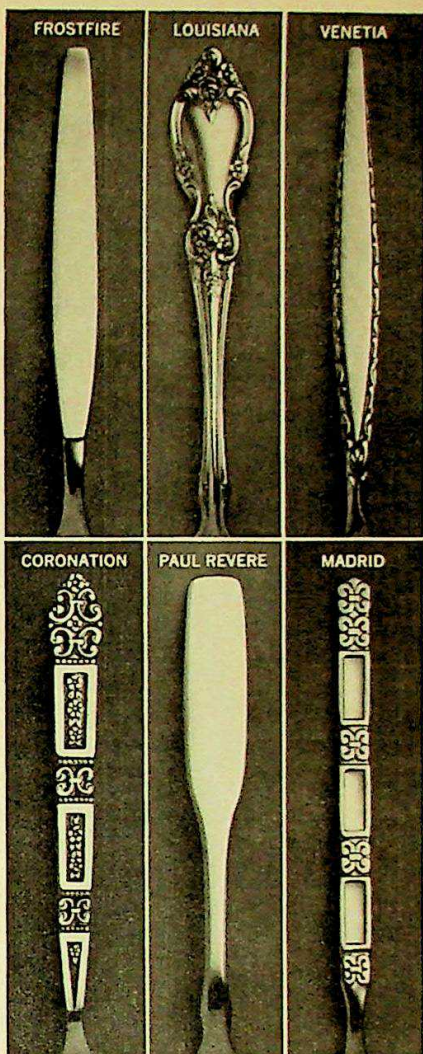


S47610	10"	Bread Knife Stainless	Rosewood
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S2592SC	3 1/4"	Grapefruit Knife Stainless	Rosewood
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P. 8 Good Housekeeping JUNE, 1975



Stainless Sample. 50¢

Oneida Silversmiths
P.O. Box 1, Oneida, New York 13421

I enclose 50¢ for the beautiful
Oneida stainless teaspoon checked.
(Offer limited to one spoon per
pattern. Complete services at fine
stores everywhere.)

- | | |
|-------------------------------------|--|
| <input type="checkbox"/> Coronation | <input type="checkbox"/> Paul Revere |
| <input type="checkbox"/> Frostfire | <input type="checkbox"/> Venetia |
| <input type="checkbox"/> Louisiana | <input type="checkbox"/> Free Brochure |
| <input type="checkbox"/> Madrid | GH065 |

Name _____
(Please Print)

Address _____

City _____

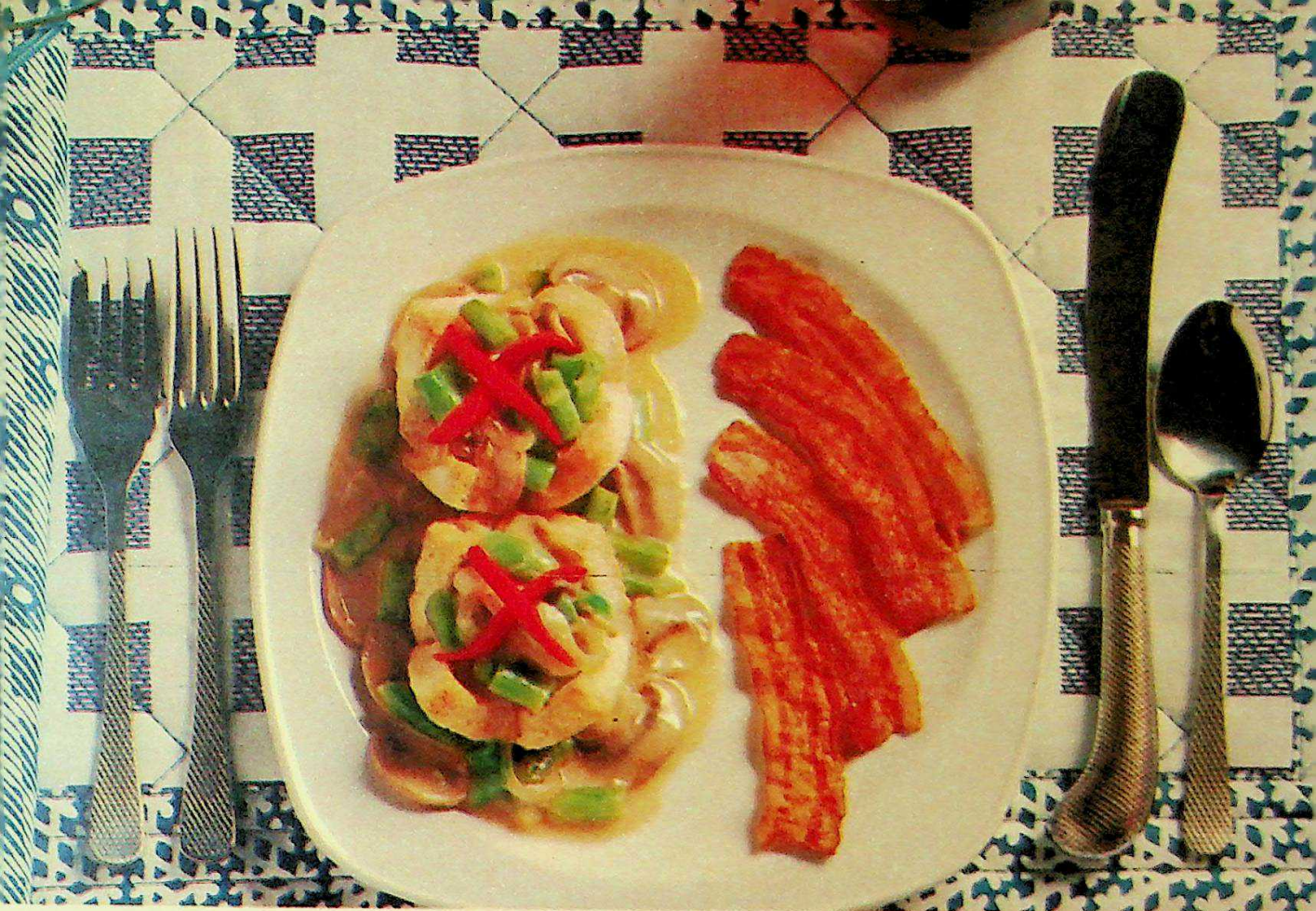
State _____ Zip _____

Add sales tax for N.Y. & Calif. Offer valid only in U.S.A.
& P.R. Expires 12/31/75. © Oneida Ltd., 1975



ONEIDA

The silver cube. Our silversmiths' mark of excellence.



Pretty luncheon party

GOOD MAY, 1975
HOUSEKEEPING

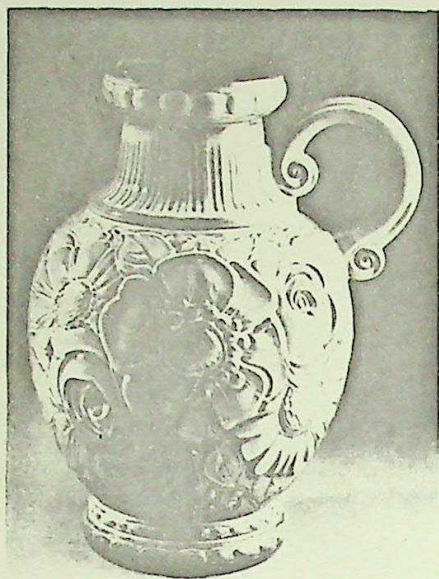
p. 121

treats your guests to a delicious, attractively turned out meal—at surprisingly low cost. And, like all of the day's menus, it's easy to fix. Vegetable Rabbit in Toast Cups is the main dish—fresh, in-season vegetables in a wine-flavored cheese sauce, served in homemade croustades (toast shells). Crisp bacon strips complete the dish's necessary protein. The salad is Sliced Peaches with Ginger Dressing on lettuce; the beverage is iced coffee. Dessert is sure to please everyone; it's Banana Daiquiri Soufflé, light and flavorful, and much lower in calories than it looks!

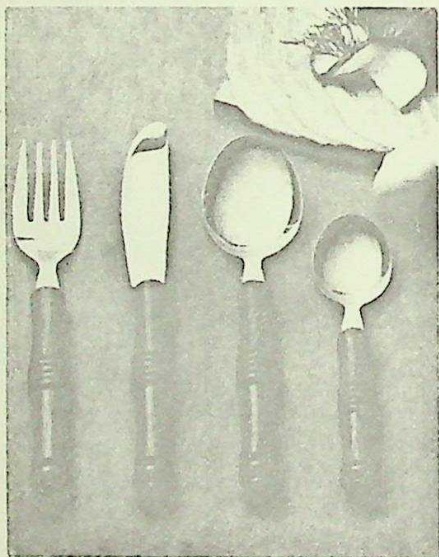
PRODUCTS IN PICTURES

p. 35

continued from page 24



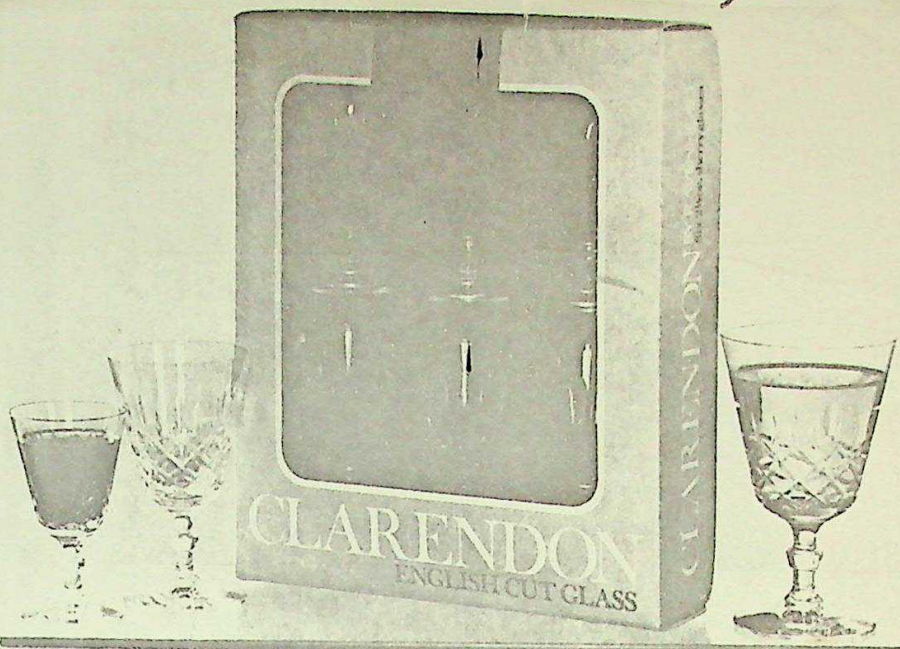
One of four sizes of jugs (there are also five vases) in the Toscana range from Scheurich GmbH & Co KG, 8764 K'einheubach/Main, Postfach 60, West Germany.



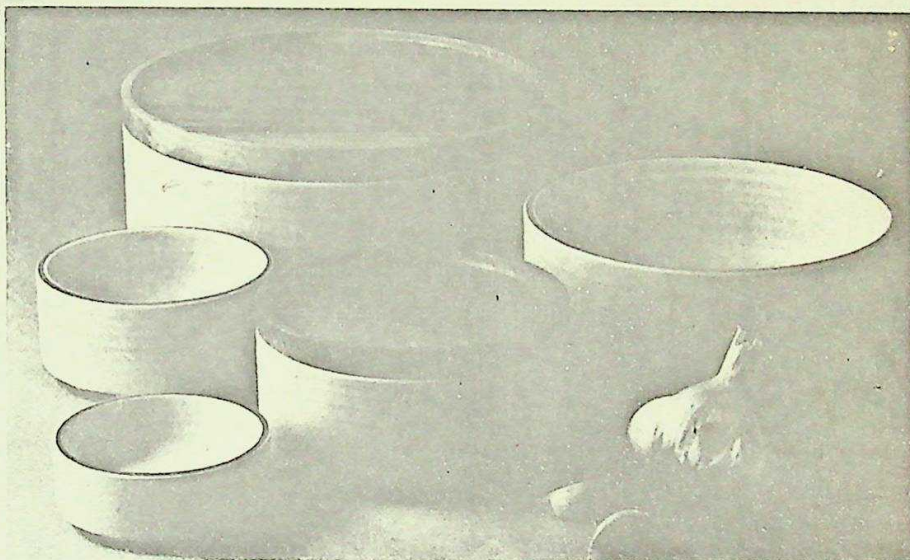
A machine washable traditional cutlery set with rosewood handles from F W Quist KG, 73 Esslingen/Württ, West Germany.



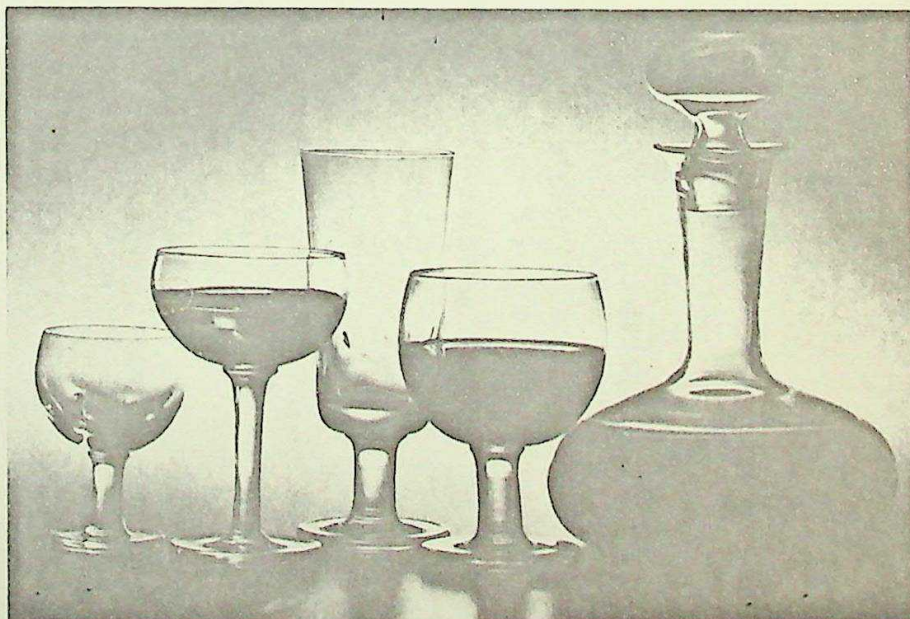
Apollo, a hand made crystal range from Hadeland of Norway, featured by the dimples. Available in Britain from David Washington, 15B Glebe Street, Stoke-on-Trent, ST4 1HL.



Clarendon, a machine made range of traditional cut glass wine goblets, showing the packaging, from The Ravenhead Company Ltd, Pyrene House, Sunbury Cross, Sunbury-on-Thames, Middlesex, TW16 7AX.



Five items in the Alto Basso range from Italy's Ceramica Franco Pozzi, the woodware serving as lids or plates. Available in Britain from Barbecco Ltd, 17 Nottingham Street, London, W1M 3RD.



Pewter by International.

GOOD HOUSEKEEPING
NOV., 1974 P. 205

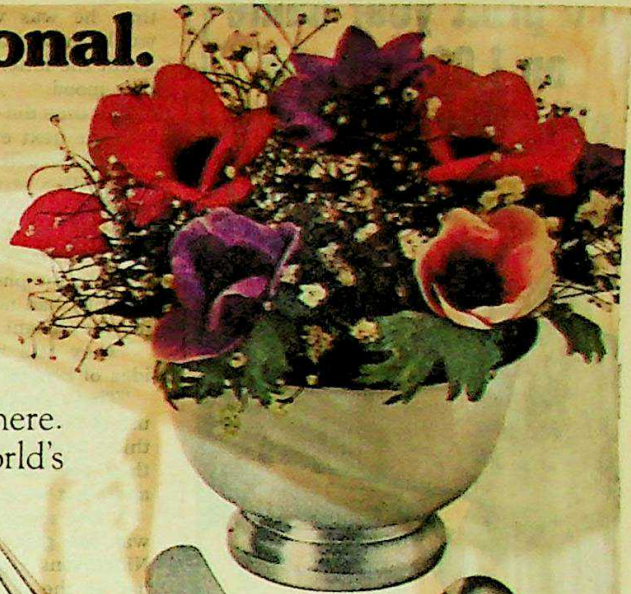
The newsiest, most innovative idea to appear on any dining table in years and years is here.

Pewter flatware by International. The world's leading, most famous producer of pewter.

It's contemporary yet classic. Ideal in any surroundings, and for both formal and informal dining it's really "at home."

It's prestigious yet practical. Lead free, tarnish free and dishwasher safe. And as you use it, its famous warm and lustrous patina becomes even more luxurious.

Each piece of International pewter is hand cast and hand finished. In fact, much the same way it was in colonial days. What's more, International is the only pewter flatware with *solid* handled forks and spoons cast with stainless tines and bowls in an inseparable bonded construction.



Northford
5 piece place setting of
pattern \$25.



Fairfield

Here's an achievement in perfect balance for the hand for the eye. And while you're selecting your pattern look at the matching pewter dinner plates, goblets, wine glasses and many other unique go-with pieces.

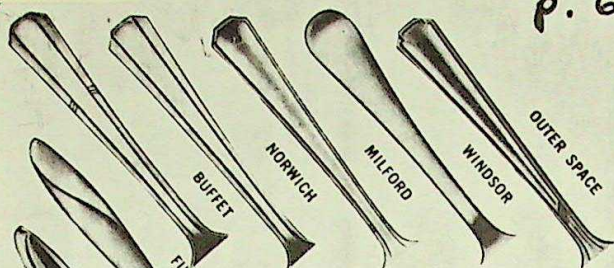


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International Silver Company, Meriden, Connecticut 06450

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**KITCHEN TOOLS, HOLLOWARE
STEAK KNIVES, PROFESSIONAL
CUTLERY and other related items**



MAJESTIC-REGAL

The Leading Name in
**STAINLESS RESTAURANT
FLATWARE**

**Designed to Withstand the Hardest
Kind of Wear in Restaurant, Hotel
and Institutional Use.**

A Pattern, Grade, Finish and Price Range for Every Type of Food Service Operation

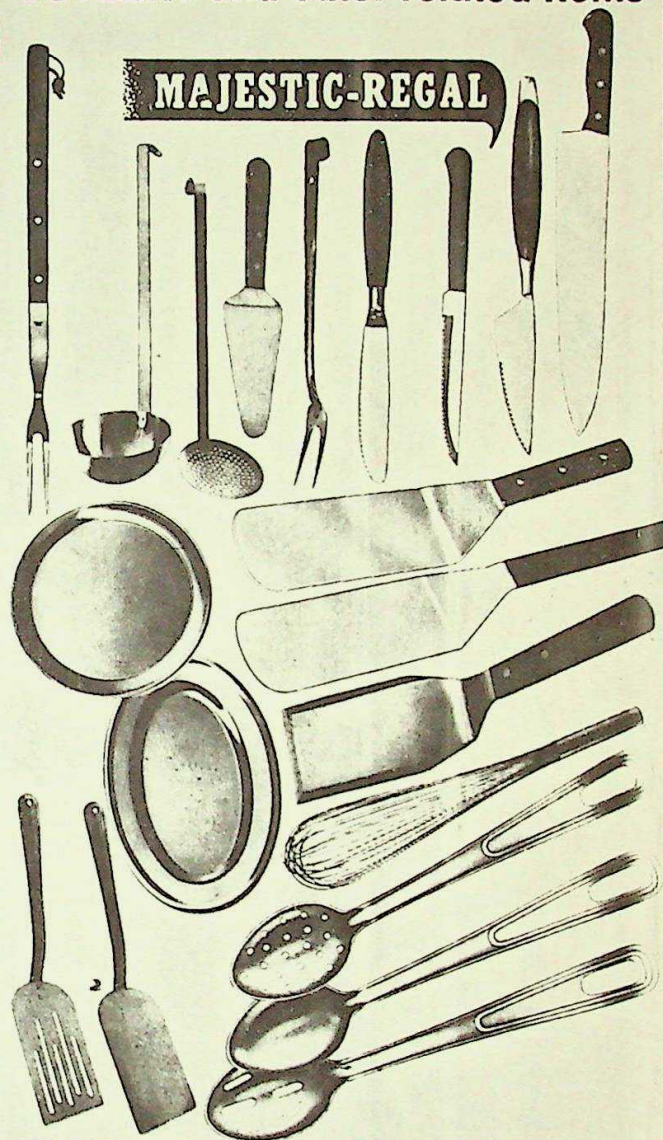
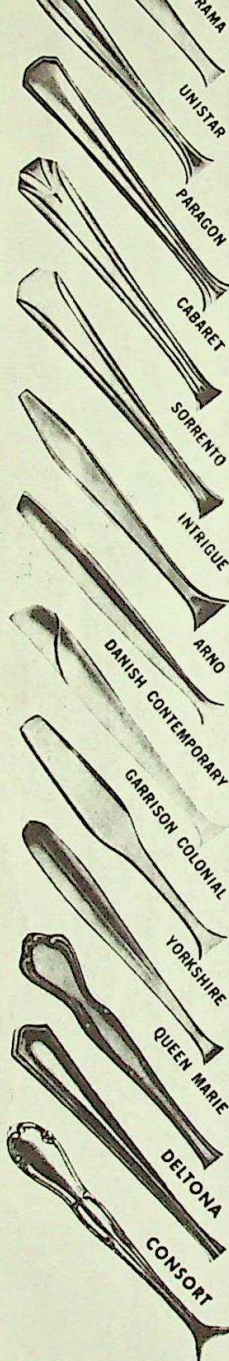
Also These
2 Dynamic
SALES PRODUCING
STAINLESS PATTERNS
IN THE
Mediterranean Style

Estrellita

**A Luxurious Satin Finish
Flower and Leaf Design
With a Dramatic
Oxidized Background.**

Venetian Lace

A Distinctive Lace Design
In An Exciting Textured
Florentine Finish.



Illustrated above are just some of our Kitchen Tool Items

Save money and time. Order your kitchen tools, professional cutlery and holloware when you order your Majestic-Regal stainless flatware.

The Mark of Quality



THE MAJESTIC SILVER CO.

and THE REGAL SPECIALTY MFG. CO.

Manufacturer of Stainless Steel Flatware

241 WOLCOTT ST., NEW HAVEN, CONN. 06513

Majesco
STAINLESS
TRADE MARK (®)

Write for our catalogue and price information, or see your area Majestic-Regal sales representative.

D7/642



P.15 GOURMET
MAY, 1974

It feels as good as it looks.

See all those little ridges down the side of that casserole?

Run your finger along them and you'll know at once that it's an original hand-crafted piece - the kind that machines just can't copy.

Skilled hands with the experience of generations are the tools we use to create Cotswold. Just one of our Denby Originals.

They're all oven-to-table-to-freezer and

dishwasher safe. The no-nonsense two year guarantee* is your safeguard.

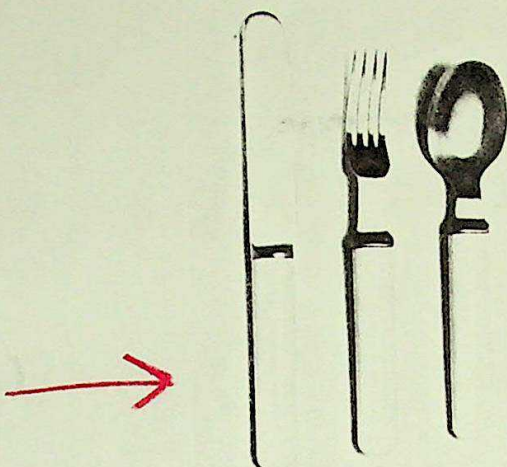
For the full-colour brochure of all Denby Tabletop Fashions, the recipe for our Duck à l'Orange Denby and the name of your nearest dealer, send 25 cents to: Denby (Dept GM2), 4688 Paddock Road, Cincinnati, Ohio 45229. Or to Denby, (Dept GM2), 6470 Viscount Road, Mississauga, Ontario.

*Guaranteed for two years from date of purchase against any manufacturing defects or breakage.

D7/642

Chinese tigers stalk across new bone china dinnerware. Parrot green outlined in black. Five-piece place setting, \$60. Wedgwood, 555 Madison Ave., New York.

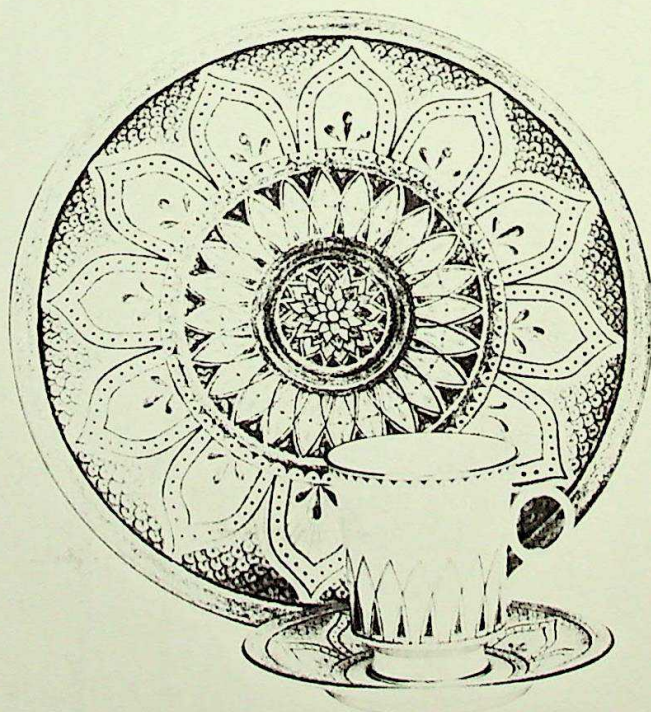
Stainless and stoneware flatware matches Boda Nova dinnerware. Brown or white. \$10 each. Bonniers Intl. 78 E. 56 St., New York.



With a Sense

APRIL, 1974
P. 70

The '74 bride has a well-developed fashion sense: she will be attracted to the decorations and colorful patterns and innovative shapes introduced this year. While her own taste will guide her choice, the more she understands about the derivation of pattern, the uniqueness of the glaze, or function of the shape, the better she can select.



Poetic "Shelley" has slim handle, border of flowers in stainless. Eighty-seven piece service for eight, including storage chest, \$300. Oneida Silversmiths Ltd., Oneida, N. Y. 13421.



Opulent iridescence is created by textured shades of copper and soft green. Shalimar pattern, new narrow rim shape. Five piece setting, \$60. Franciscan, 2901 Los Feliz Blvd., Los Angeles.

Gold-trimmed bone china dinnerware in nutmeg and almond teal and pale blue against ivory. Grasmere pattern. Five-piece place setting, \$19.95. Doulton & Co., 400 Paterson Rd., Carlstadt, N. J.

D7/137

GOOD HOUSEKEEPING

Nov., 1973

xe Introductory Offer

p. 23


Brahms

 Five-piece
place setting

\$3.25

 in Oneida
Community
stainless

GOOD

HOUSEKEEPING

Nov., 1973

p. 23

 General Mills, Inc.
Box 168
Minneapolis, Minnesota 55460

- ☐ I enclose \$3.25 (CHECK OR MONEY ORDER) for a 5-piece place setting in Brahms pattern.
- ☐ I enclose \$3.00 (CHECK OR MONEY ORDER) for a 5-piece place setting in the pattern checked below:

(PLEASE CHECK ONE)

☐ Isabella ☐ P. Henry ☐ My Rose ☐ Vinland ☐ Chatelaine ☐ Via Roma

Name _____

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Stainless

land, Chatelaine Via Roma

D236, 068

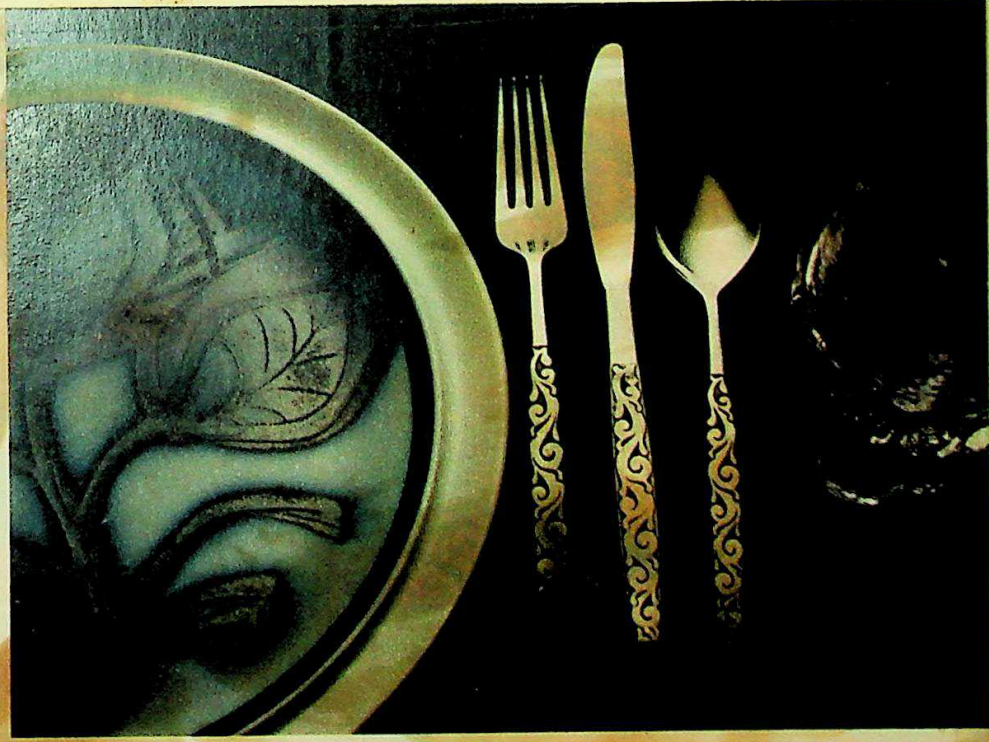
D7/642

GOOD HOUSEKEEPING
OCT, 1973 p.153

p.153

GOOD HOUSEKEEPING OCT. 1973

For this glowing table, ready to greet family or friends for dinner, Orient-inspired plates and crystal goblets are set off by cloth made of the same fabric that drapes windows, covers walls. Independence Stoneware is Sonora; crystal goblets are Madeira; both, by Franciscan. Lyon stainless flatware, Florentine Scroll by International. Belgian linen napkins and wooden napkin rings, Fallani & Cohn. Blue-glazed flowerpots, from Tiffany. For details, including prices, see page 228.



D7/642

WILLIAMSBURG Shell... the new Stieff sterling silver reproduction is based on an assembled set of English Georgian flatware in the Williamsburg Collection. Under the strict supervision of Colonial Williamsburg, and adhering to rigid standards of quality, Stieff craftsmen spent five years creating this new sterling silver pattern. It combines the graceful shell motif—one of man's oldest decorative symbols—with the Williamsburg Hallmark.

The original flatware dates from when four-tined forks were in fashion, and bold pistol-knives reflected the flourish with which Colonial Americans lived. The authenticity of this beautiful reproduction is flawless. And, its timeliness is enhanced by the approach of our nation's two-hundredth birthday. See this exciting new Stieff sterling silver pattern at fine jewelry and department stores. Or, write for literature.



Stieff Co.

800 Wyman Park Drive
Baltimore, Maryland 21211

HOUSE & GARDEN
MAY, 1973 p. 9

Introducing...
Williamsburg® Shell...
a new sterling silver
reproduction by Stieff

D7/ 642

BETTER HOMES & GARDENS
APRIL, 1973 P. 123



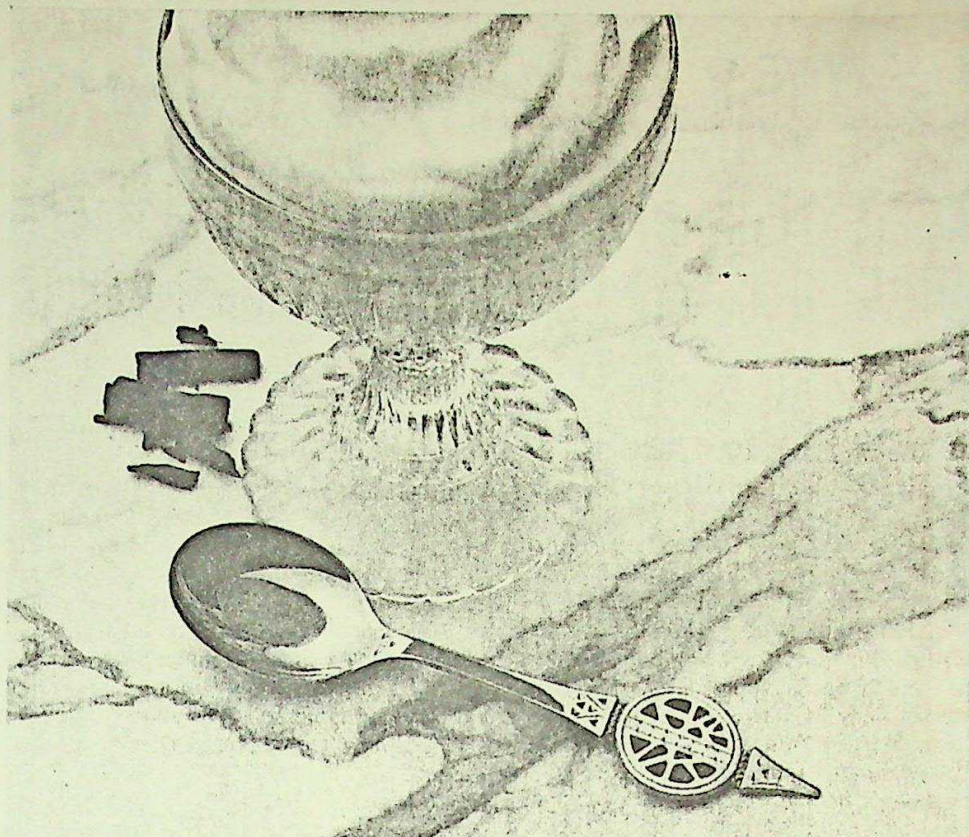
BETTER
HOMES &
GARDENS

APRIL, 1973

P. 123

D7- 642

Immer größer wird auch bei uns in Deutschland die Zahl der Sammler des R & B-Jahreslöffels. Aus 925/000-Sterling-Silber geschmiedet, vergoldet und emailiert, ist dieser von Künstlern geschallene Jahreslöffel ein beliebtes Geschenk und Sammlerobjekt. Das Modell „Telemark“ des Jahres 1973 greift auf ein altes norwegisches Volksmotiv zurück.
Hersteller: Robbe & Berking, 28 Bremen

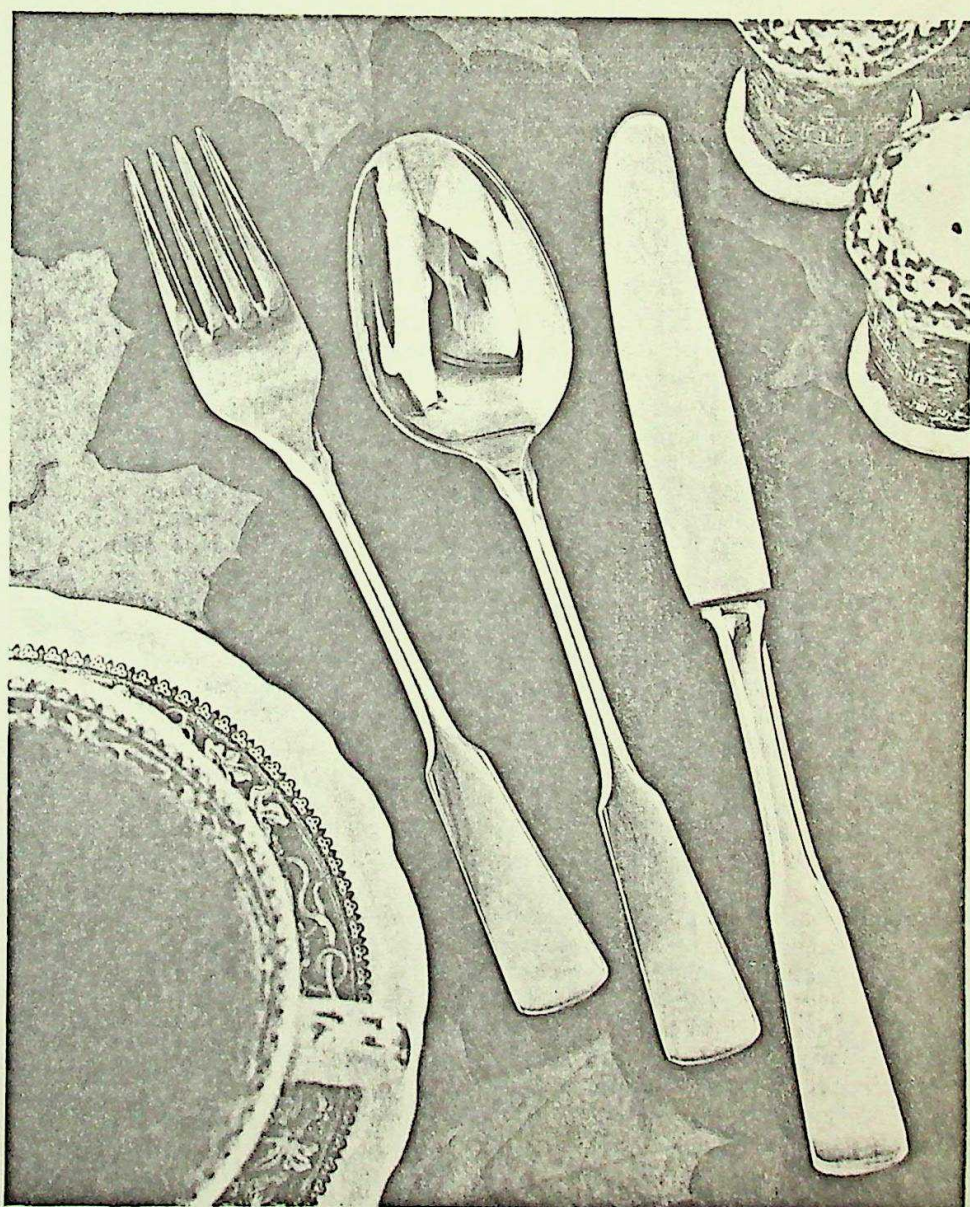


GOLDSCHMIEDE -
ZEITUNG

EUROPEAN
JEWELER

1-1973

p. 1/57



Bristol — ein Modell von wahrhaft zeitloser Eleganz. Die Stilelemente des klassischen Spatzenmusters wurden mit der Formgebung modernen Designs harmonisch vereint.
Hersteller: Auerhahn Besteckfabrik, 7272 Altensteig/Württemberg.

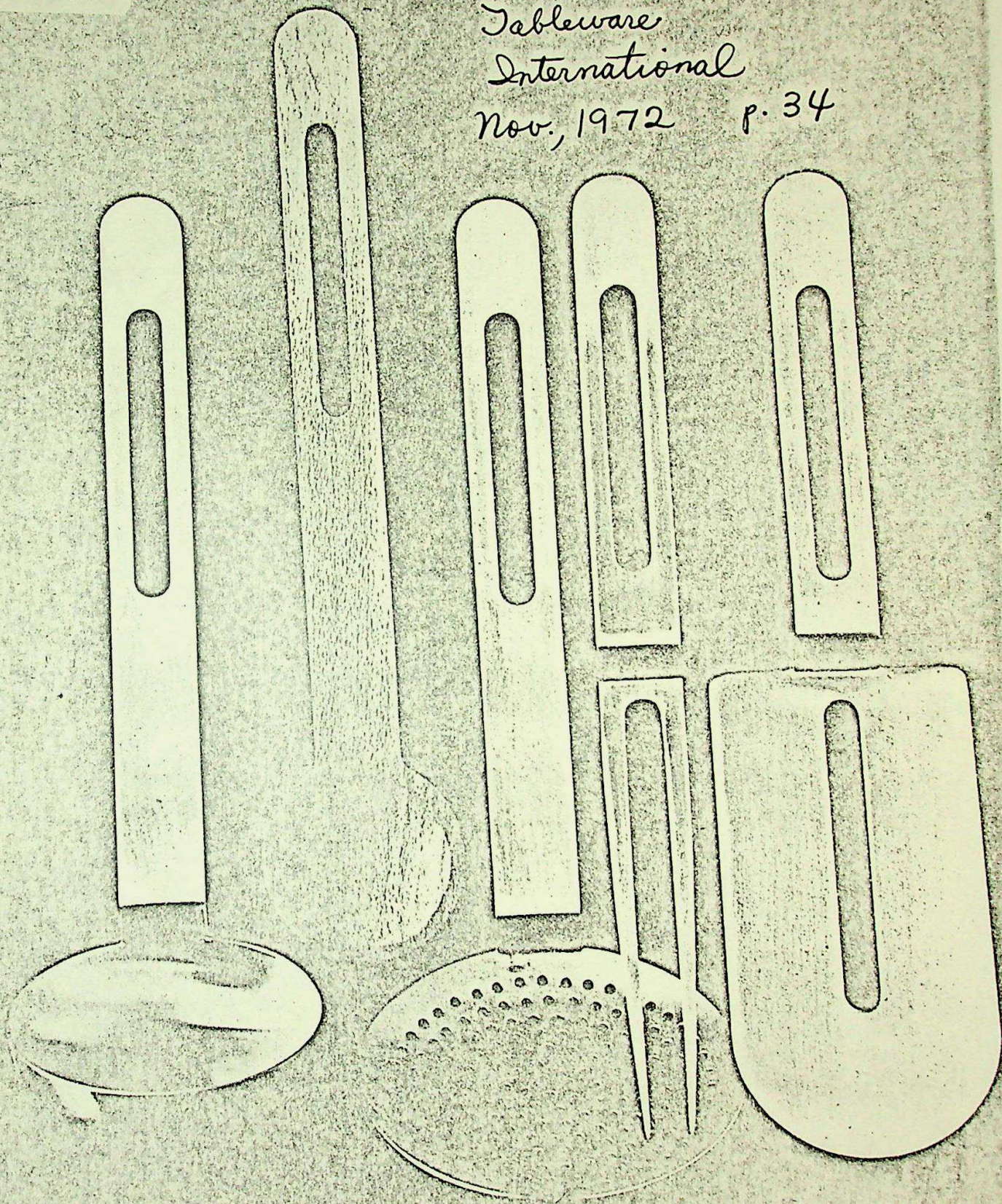
D7/642

GROUP 290

Tableware
International

Nov., 1972

p. 34



P. 34

Nov. 1972

GOOD
HOUSEKEEPING

P. 7

NOV. 1972

Elegant Introductory Offer

NEW "Isabella"



We proudly introduce new Isabella as the latest addition to our selection of stainless flatware patterns. In Oneida Community quality, Isabella is styled with the bold romantic spirit of Spain. Crafted of solid stainless, Isabella is designed and finished to hand-somely accent your table setting — either contemporary or traditional. And, it's a pattern that will keep its beauty for years to come.

If your taste runs to Early American, choose Patrick Henry. Or select Via Roma in Mediterranean design, traditional Chatelaine, timeless My Rose or Scandinavian Vinland.

Here's a wonderful opportunity to start a set in your favorite pattern, now at special savings.

Betty Crocker

Isabella

P. Henry

My Rose

Vinland

Via Roma

Chatelaine

Five-piece
place setting
\$2.95 in Oneida
Community Stainless

The 5-piece place setting includes: dinner fork, deluxe hollow-handle knife with forged blade, salad/dessert fork, oval soup spoon and teaspoon. All for \$2.95. (You'd expect to pay over twice as much in stores for a 5-piece place setting of this quality!)

Complete your set, from time to time, with individual pieces from open stock at big savings with Betty Crocker Coupons you'll find on over 175 General Mills products including Betty Crocker Mixes, Big "G" Cereals, Gold Medal Flour and New Hamburger Helper Dinner Mix. Discover hundreds of lovely items to save for in the Betty Crocker Coupon Catalog that comes with your order.

If not entirely satisfied, return merchandise within 10 days and your money will be refunded. Order today! Offer expires Jan. 15, 1973.

General Mills, Inc., Box 109
Minneapolis, Minnesota 55460

I enclose \$2.95 (check or money order) for my 5-piece place setting of Oneida stainless in the pattern checked below:

(PLEASE CHECK ONE)

☐ Isabella ☐ P. Henry ☐ My Rose ☐ Vinland ☐ Via Roma ☐ Chatelaine

Name _____

Address _____

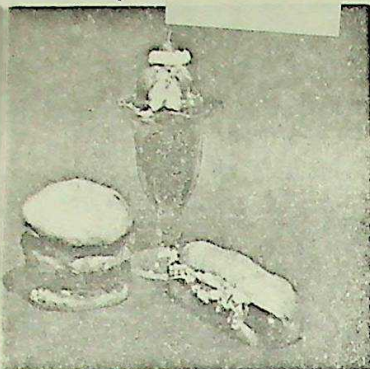
City _____

State _____

Zip _____

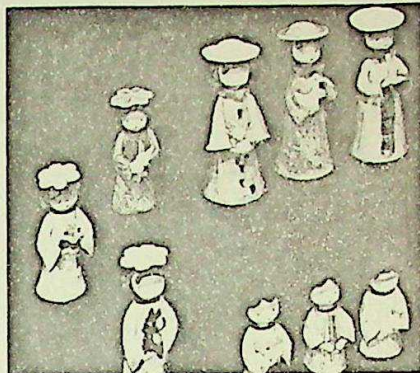
Limit one place setting per family, please. To assure delivery, give zip code. Offer good only within U.S.A. Offer expires January 15, 1973.

D7/ 642



OKS GRAHAM. Taco, hot dog, king-size ham & ice cream tapers from Krazy Kandles between \$2 and \$4.

Do not pass
225 Fifth Ave.
Collect:
Park Place
bright wares
to win (NP)



PENTLAND Sales Representatives. Ceramic choir figurines from United Commercial Trading tag at \$3.50 to \$7.50.

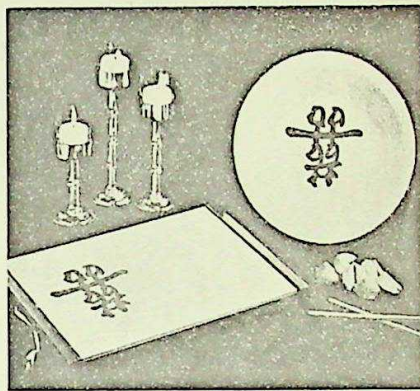
GIFT & TABLEWARE REPORTER



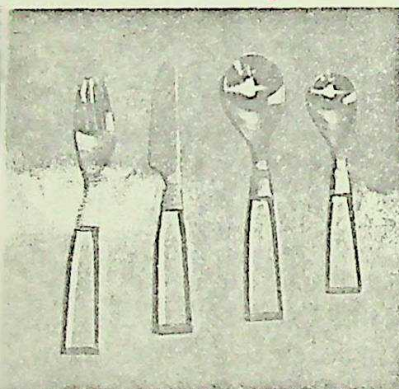
TEA. Broad line of oriental figurines, white and colored ceramic. People and animal subjects. \$9 to \$20 retail.



ED GREEMAN. Far East collection of colorful trays by Plymouth Tole. Price range between \$9.50 and \$13.50.



ETCO. Ernest Sohn's Ming Gold round serve tray, \$10; electric warming tray, \$25. Double Happiness symbol.

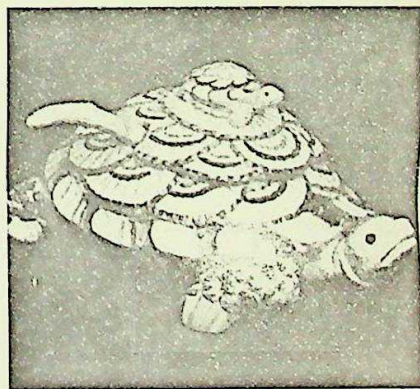


UPREME CUTLERY. Lucite, flatware with clean-lined, see-through handles. \$15 for 5 pieces. See Arthur Miller.

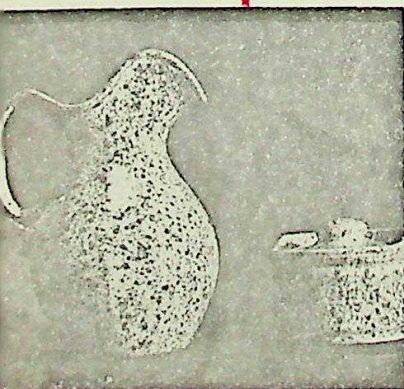
P.28 JULY, 1972



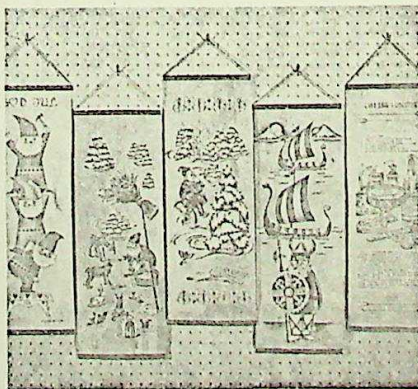
J & H ALEXANDER. Celebrate bicentennial with Spirit of '76 plate of pewter-like metal from Federal collection \$10 ret.



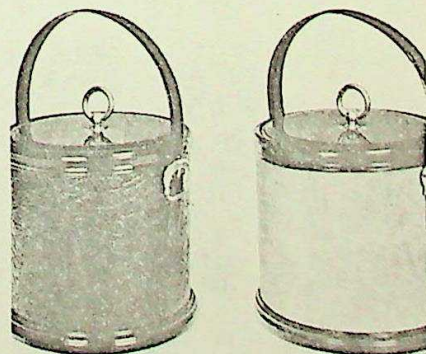
SEYMOUR MANN. Turtle soup tureen, one of three animals in The Natural Look line. Retail for about \$35 apiece.



ANCY PETERSON. Spatter pottery made from Amish molds. Shades of blue or brown. \$3 to \$10.



IDYLENE LANE. Wall hangings of embossed vinyl, retail for \$2.50 apiece. Christmas, gourmet and



KRAFTWARE. Black Elephant Skin and ice bucket, \$15. Suede ice buckets in green, gold, camel,

XD 54/12.1

Mademoiselle

May, 1972

page 32



Introducing

Belvedere

For people who
recognize and cherish
the real thing.

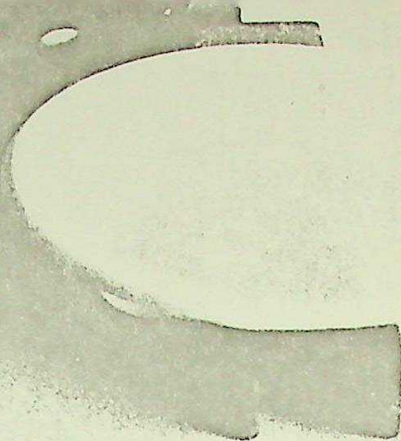
Newest in Sterling by LUNT.

Write for literature and prices on Lunt's new Belvedere and other Lunt patterns. Dept. M-2 Lunt Silversmiths, Greenfield, Mass.

Mademoiselle for May 1972

D7/642

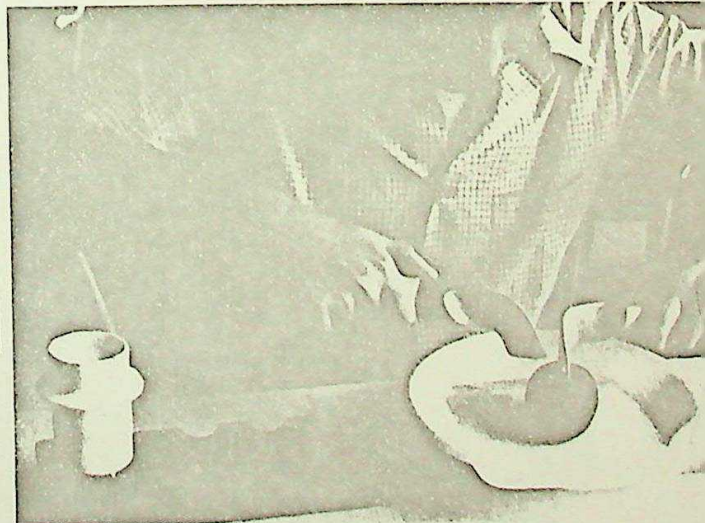
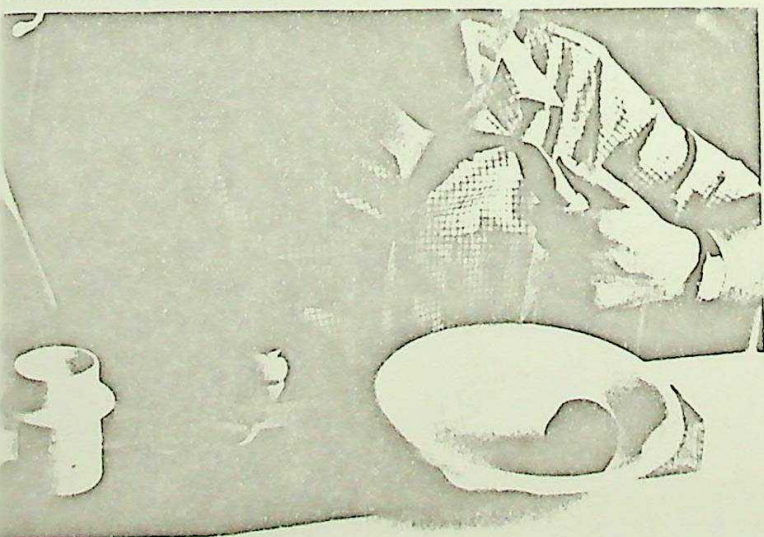
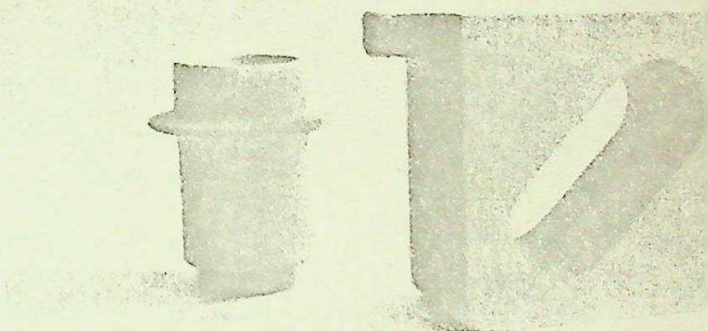
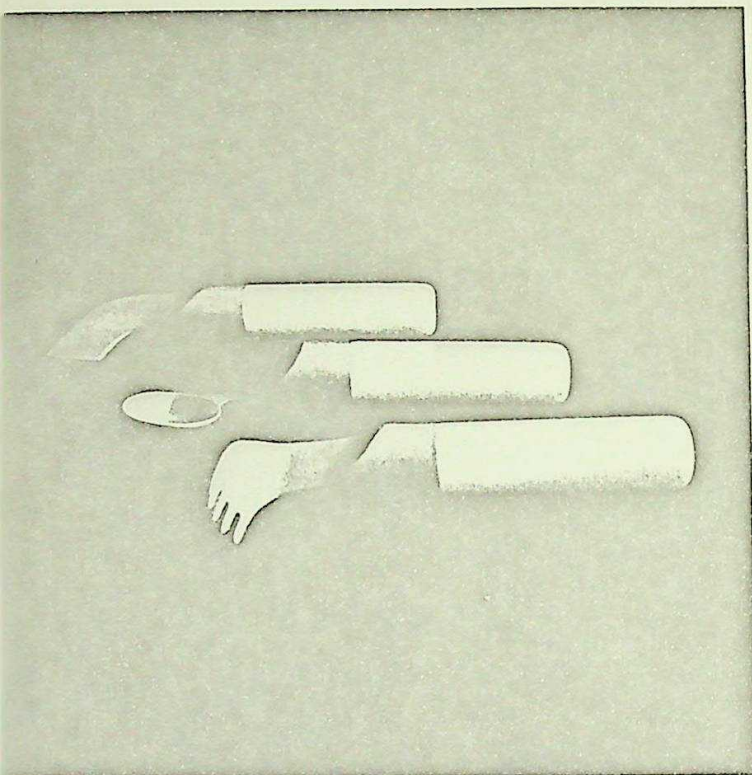
tableware designed to ease the customary mealtime gestures



zionalmente rotondo, ha il
quadrato, perché si possa bi
il cibo negli angoli, e non s
Bicchiere, posate, piatto sor
neati su un supporto unico,
tiene raccolti impedendo che
liberamente sul tavolo. La
infine, una brocca da mezzo
afferra semplicemente infila
mano aperta nel foro central
za stringere le dita (operazio
to difficile per artritici, plegi
kinsoniani).
La progettazione di questi og
stata svolta come tesi, nel lug
al Corso Superiore di Indust
sign di Firenze, dagli studen
Gori e Massoud Kland, dopo
cerca di sei mesi compiuta i
con la collaborazione dell
Geriatrico di Firenze, ed a
dove l'assistenza sociale e
ai disadattati è fra le più a

Luca Gori, Massoud Kland, d

p.40
OCT. 1971
DOMUS



p. 30 D54/12
OCT. 1971

THERE'S A DIFFERENCE BETWEEN EATING AND DINING.

Mademoiselle



Now that we've introduced the above patterns to you, it's only proper we tell you their names. From left to right they are: Candle King Richard®, French Provencal®, "Monte Cristo"*, Danish Baroque**, El Grandee**, Old Master®. If you'd like to see our complete collection, a brochure is yours for the asking. Write Towle Silversmiths, Newburyport, Mass. 01950.

Craft traditions since 1690 **TOWLE** St

~~XD 54/12~~

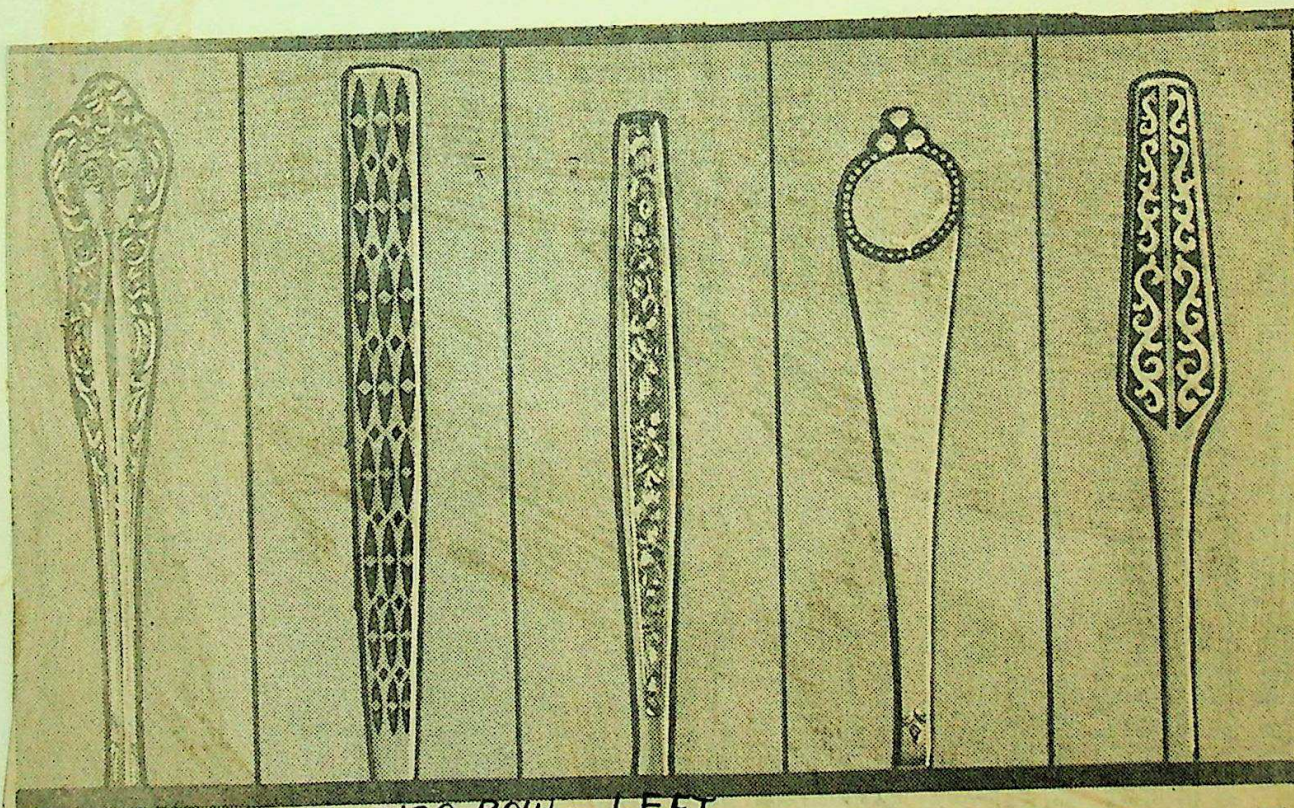
XD 7/ flatware box

C12 Wednesday, Sept. 29, 1971 THE WASHINGTON POST

stainless steel

→ FROM "INSILCO"

THE WASHINGTON POST



TOP ROW - LEFT

54-piece
Victoriana

Correct Victorian in
service for 8 with
hostess set

19.99

54-piece
Terrace

Contemporary pan-
ache in service for 8,
hostess set

19.99

54-piece
Spanada

Spanish motif in
service for 8 with
hostess set

19.99

54-piece
Vanity

Sure-of-itself in a
complete service for
8 with hostess set

19.99

54-piece
Taquara

Sinuous eastern
theme in service for
8 with hostess set

19.99

D7/642

~~XD 54/12~~

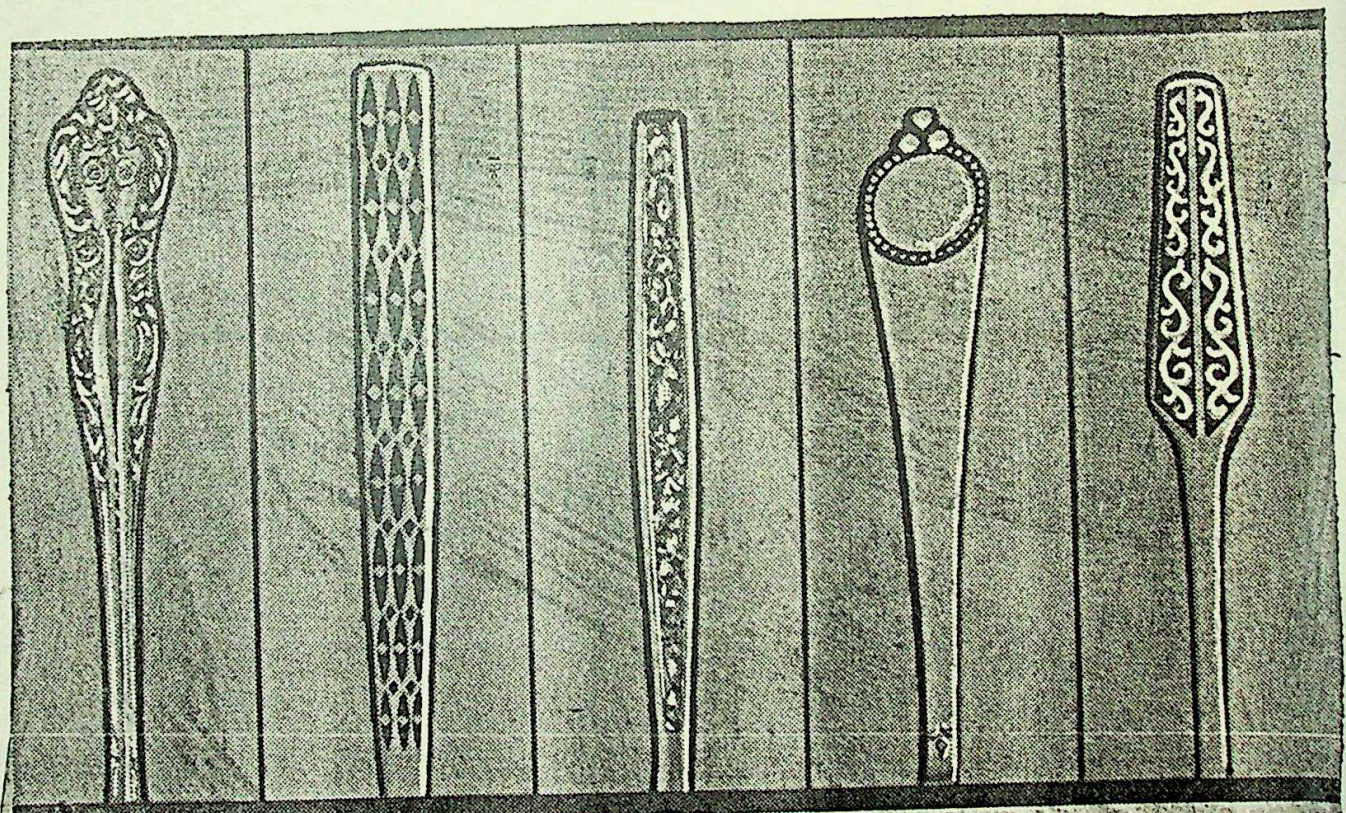
~~XD 7/flatware box~~

C12 Wednesday, Sept. 29, 1971 THE WASHINGTON POST

stainless steel

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Terrace

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54-piece
Spanada

Spanish motif in service for 8 with hostess set

19.99

54-piece
Vanity

Sure-of-itself in a complete service for 8 with hostess set

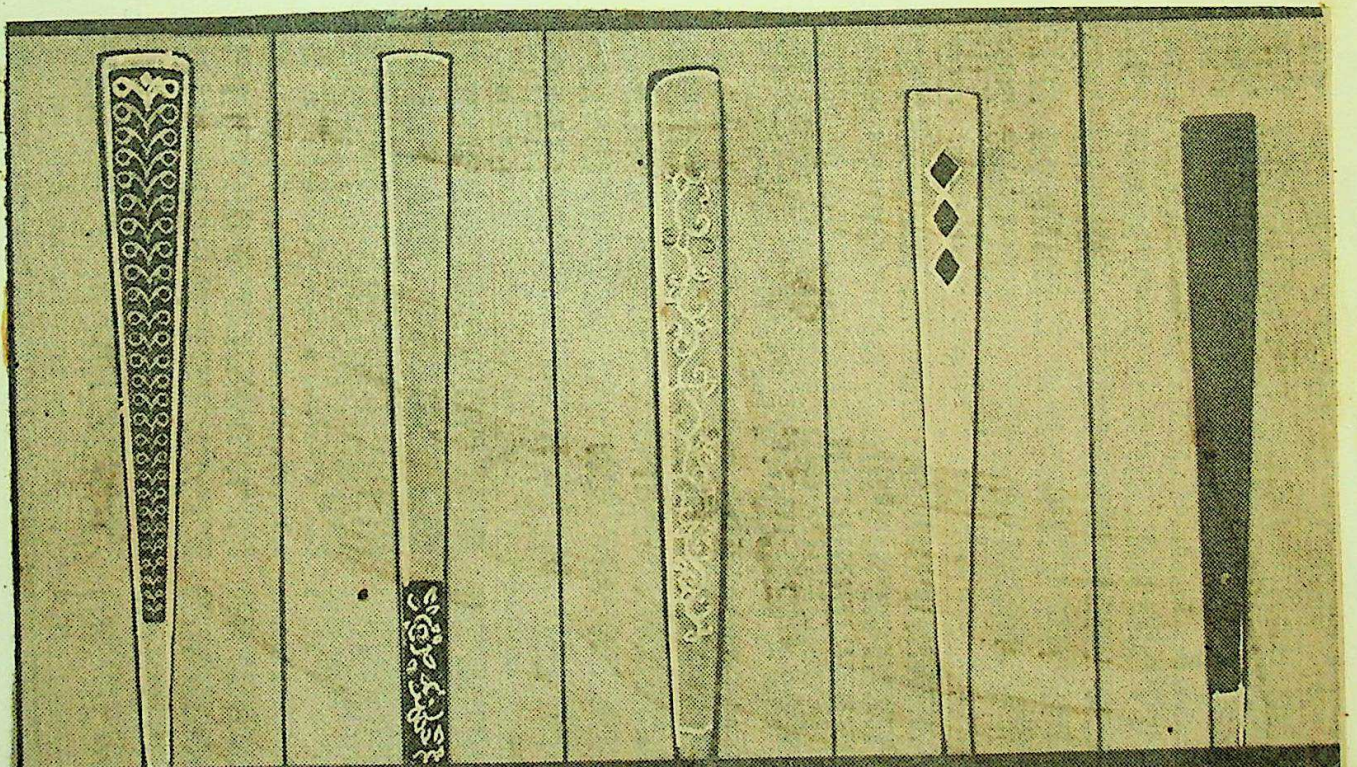
19.99

54-piece
Taguara

Sinuous eastern theme in service for 8 with hostess set

19.99

THE WASHINGTON POST
 PC12 WED. 9-29-1971



54-piece
 Ensenada

Formal flair in service for 8 with hostess set included.

19.99

54-piece
 Dorette

Beautifully textured in service for 8 with hostess set

19.99

74-piece
 Dormel

Finely etched in a scroll pattern in service for 12

19.99

TOP ROW - RIGHT

74-piece
 Jet Set

"Diamonds" of inlay plastic in a full service for 12

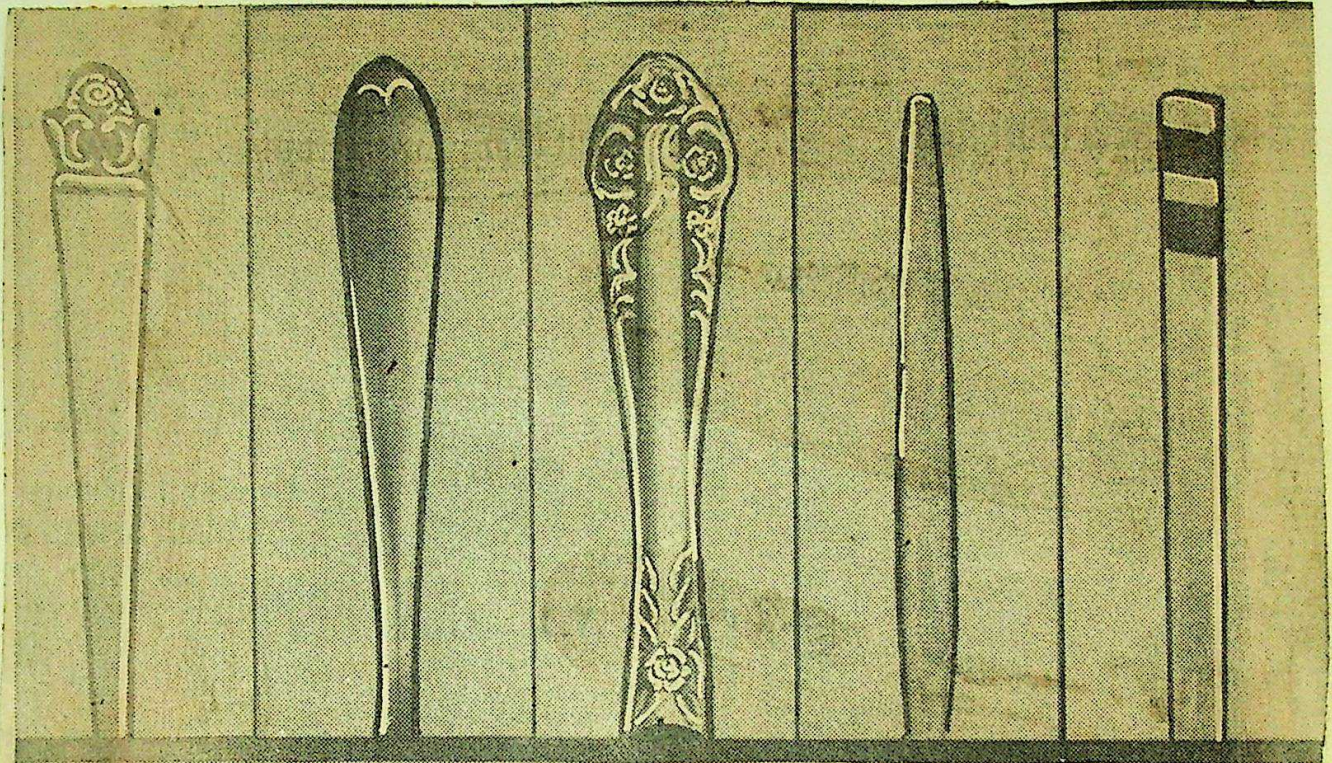
19.99

50-piece
 Tuxedo

Ebony or walnut handles in complete service for 8

29.99

WED. 9-29-1971



50-piece
Danish Rose

Danish symmetry on
lustre steel in com-
plete set for 8

29.99

50-piece
Colonial

Early American spirit
in complete service
for 8

29.99

50-piece

Rose Portrait

A romantic floral on
lustrous steel serves
8 in style

29.99

50-piece
Astro

Functional Space
Age design in full set
for 8

29.99

50-piece
Crosspoint

Modern precision
on lustre steel in a
complete set for 8

29.99

CENTER ROW - LEFT P.C12

THE WASHINGTON POST
 PC12 9-29-1971 WED.



50-piece
Lancelot

Heavy scroll relief
with mirror bowls
and tines

34.99



50-piece
Vandor Walnut

Rich walnut framed
in steel in complete
set for 8

34.99



50-piece
Torbay

bas-relief scroll with
mirror bowls and
tines, serves 8

39.99



50-piece
Montico

Lustre steel studded
with mirror bowls
and tines

39.99



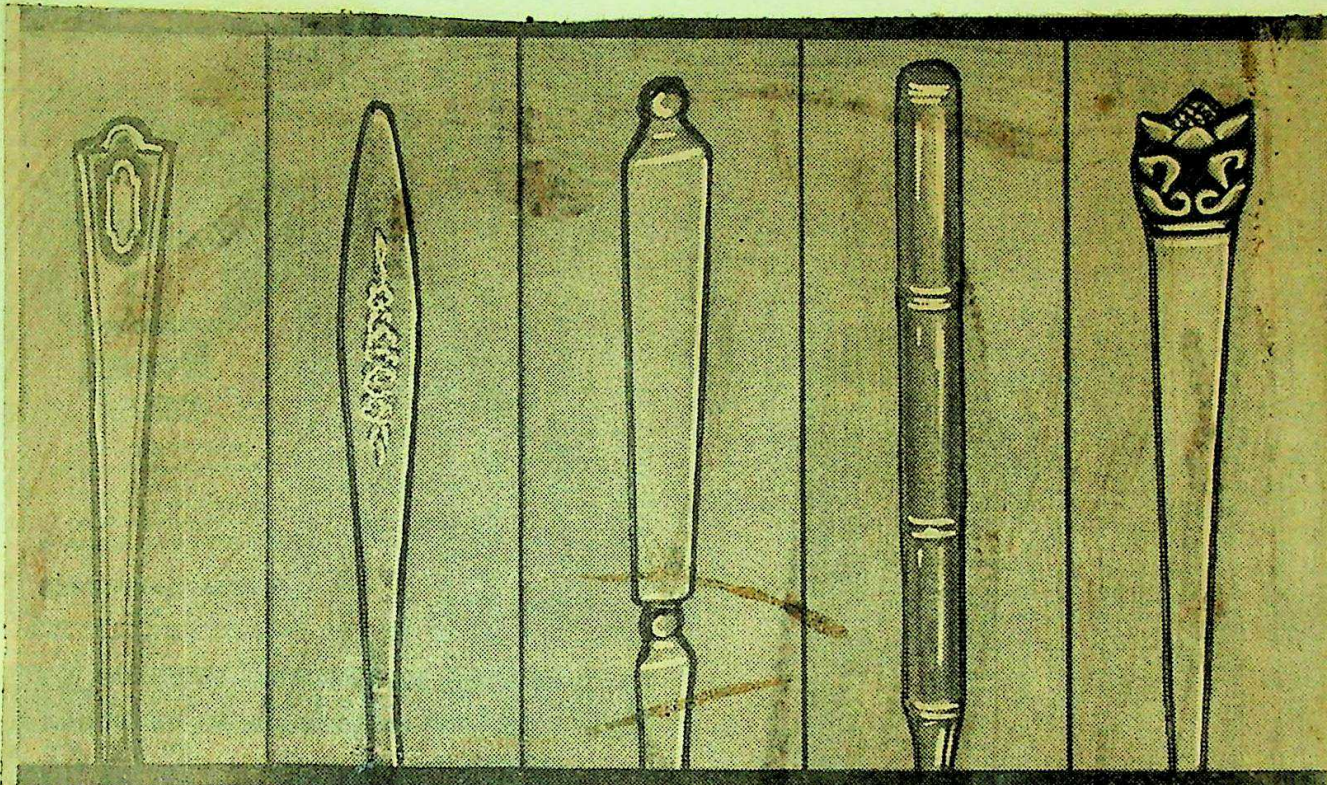
50-piece
Parma

Classic Italian floral
in a complete serv-
ice for 8

39.99

CENTER ROW - RIGHT

P. C12



50-piece
Fashene

Fashion chic on ultra-bright finish in service for 8

39.99

50-piece
Launette

Delicate floral in a brush background in a service for 8

39.99

50-piece
Liberte

Freedom of form on ultra-high polish steel, serves 8

44.99

50-piece
Tiburon

Bamboo mimicry in lustre steel in complete set for 8

44.99

50-piece
Roget

French high style with mirror bowls and tines, serves 8

44.99

BOTTOM ROW - LEFT.

P. C12

The Hecht Co.—Hous

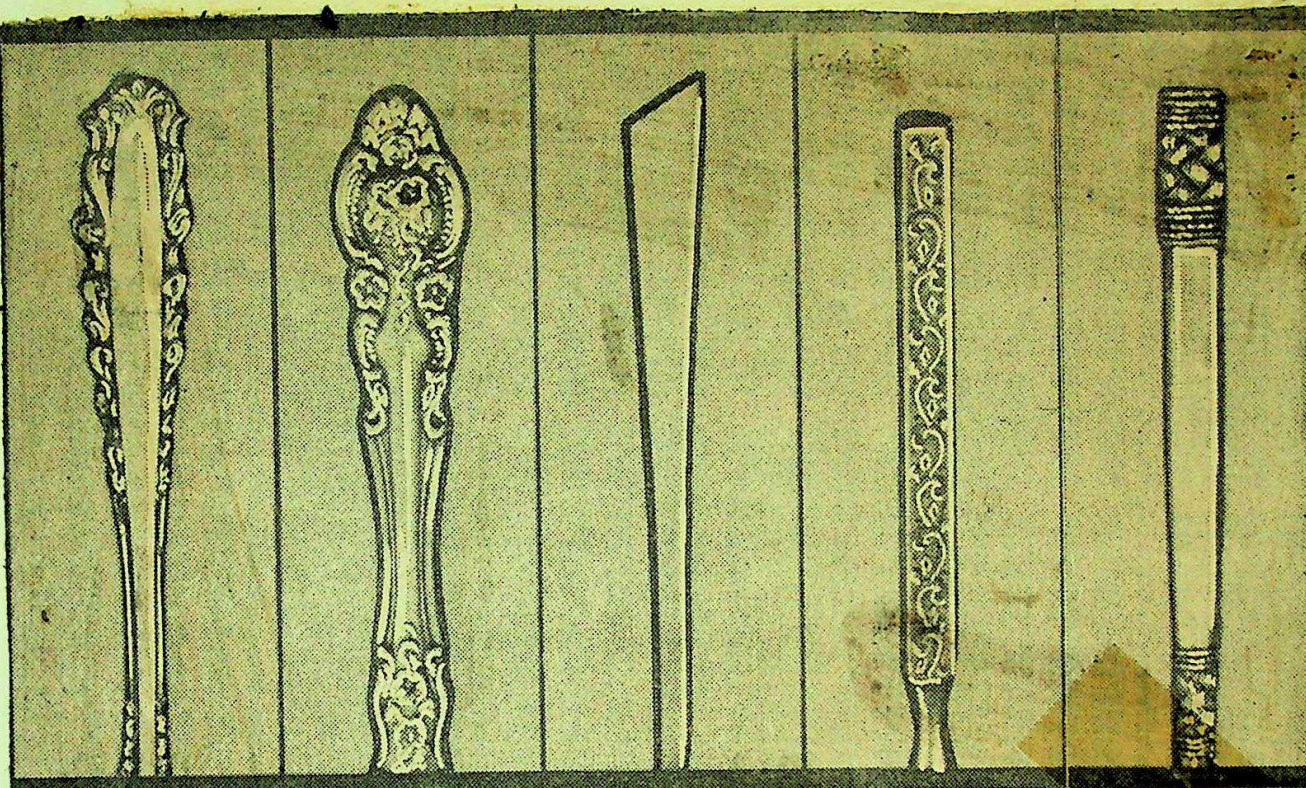


the hecht co

Phone

The Washington Post

WED 9-29-71 p C12



50-piece Glenmere

Scallop grandeur on mirror finish in complete set for 8

44.99

50-piece Lady Beatrice

Traditional elegance in lustre steel, serves 8 in elegance.

44.99

50-piece Carif

Stunning modern statement in heavy steel, serves 8

50.00

50-piece Evening Lace

Controlled daintiness in lustre steel, serves 8

60.00

50-piece Pompeii

Exotic basketweave on extra-heavy stainless, serves 8

60.00

ewares—All 9 Stores

BOTTOM ROW — RIGHT P. C12

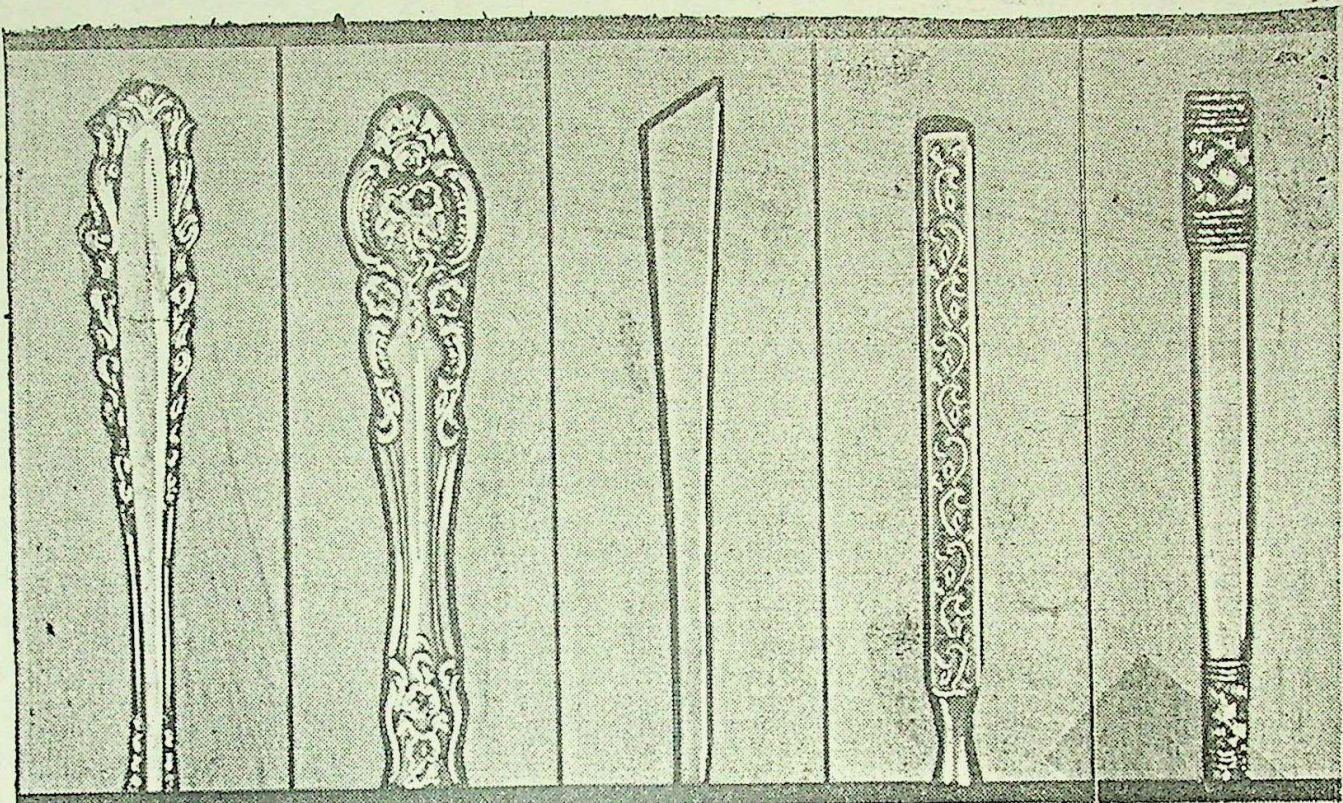
e 737-7500 to order, anytime

D7/642

The Washington Post

WED

9-29-71 p C12



50-piece
Glenmere

Scalloped grandeur on
mirror finish in
complete set for 8

44.99

50-piece
Lady Beatrice

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Carif

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Controlled dainti-
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serves 8

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50-piece
Pompeii

Exotic basketweave
on extra-heavy stain-
less, serves 8

60.00

ewares—All 9 Stores

BOTTOM ROW — RIGHT — P. C12

737-7500 to order, anytime



INDUSTRIAL DESIGN

P. 45

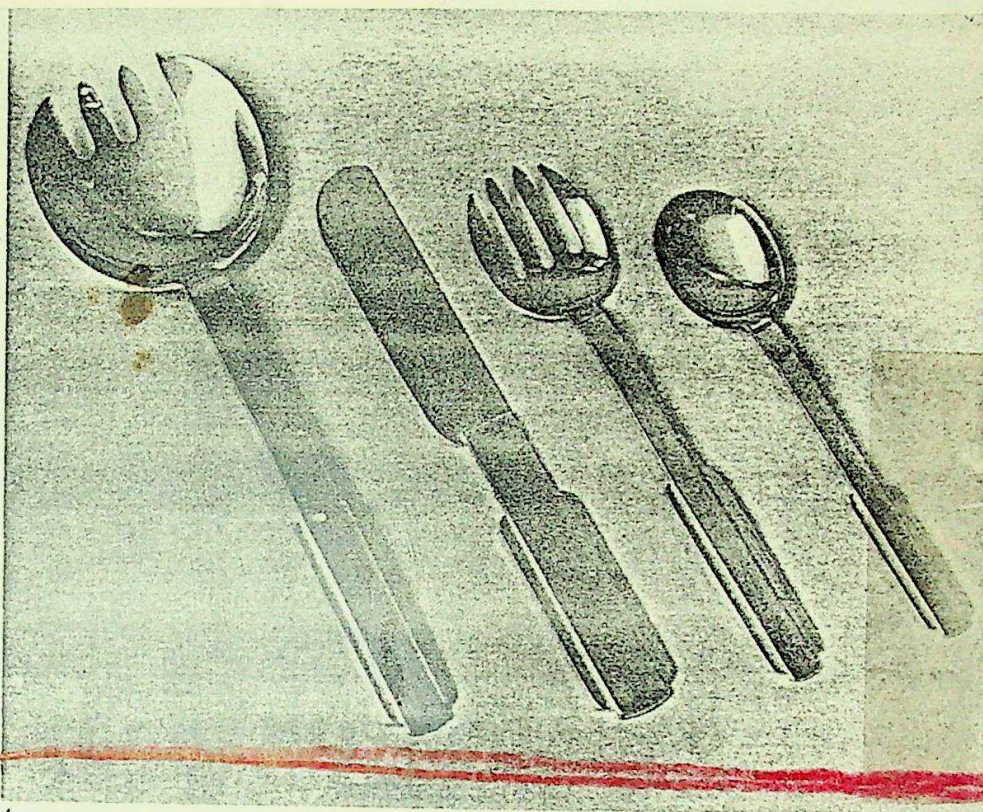
JUNE, 1971

4
Chromium flatware, 1930.

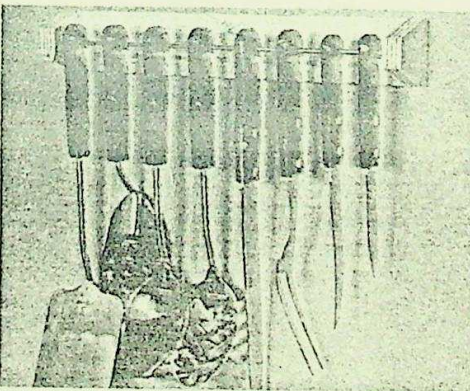
5,6
Kitchen utensils for Remington Dupont
had notched handles. 1934.

7
Also for Remington Dupont, paring knife
had a new size blade and a handle fit to
grip. 1934.

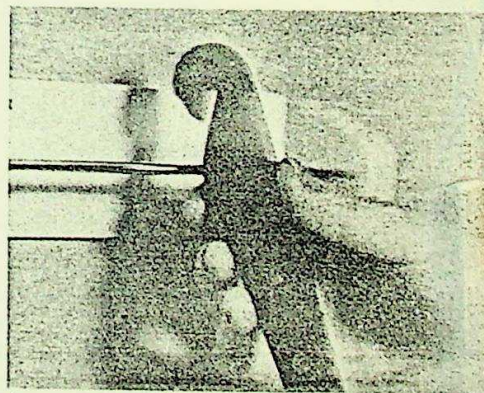
D7/642



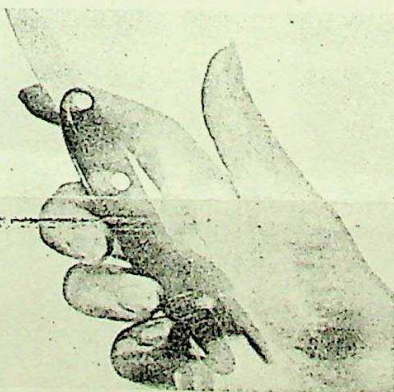
4



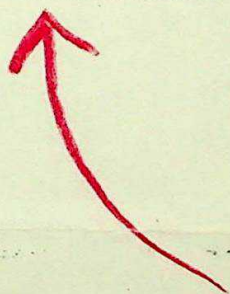
5



6



7



"I was on the scaffold finishing two murals that the Levy Brothers had commissioned for their modern radio station, WCAU, on Walnut Street in Philadelphia," John Vassos recalls, "when a rather tall and gaunt gentleman looked up and said: 'I understand you are an industrial designer as well as a muralist. What do you know about radios?' 'Nothing,' I replied. 'Then come and see me at my Camden office. . .'"

The time was February 1932. The man, George Throckmorton, executive vice president of RCA Victor Company. He and Vassos had about an hour's interview. "Both of us sparred for a mutual communicating principle and we came to a broad and somewhat vague conclusion. Throckmorton told me, 'You will have a full year. You will begin at the Chicago World's Fair and report what you consider pertinent, the directions that will affect industry.'"

This was the beginning of a 38-year working relationship between the Greek-born Vassos and RCA Victor. At 33, Vassos already had designed covers for *Harper's Bazaar*, illustrated books and done interior as well as industrial design.

Vassos undertook a survey almost immediately. "After about nine months," says Vassos, "I had covered a major part of the United States. The survey was most revealing. I met all sorts of people, mostly shrewd businessmen. Each had a complete plan about what RCA should do, but they all wanted the same—better merchandise, trouble-free devices, greater emphasis on style and competitive price.

"On the other hand, I discovered that dealers had no loyalty toward manufacturers. They carried everything by everyone. The most disturbing thing was the hodge-podge—the display of a console radio next to a stove or a refrigerator. It was evident that the industry needed a new approach, especially the appliance store. All this information was concisely organized to save time. Now I was ready to begin designing for RCA.

"At the very beginning I decided on a policy of work with RCA. I would remain in the background while attempting an educational program for engineers as well as top management in alerting them to the new aesthetic forces in progress. It worked; no one resented me. In a very short time, I had the confidence of most of the people I was exposed to. However, I soon found my effort being channeled

SOMETHING old, something new, something borrowed and a little something from W. Bell. Perhaps a handsome Matthew Boulton waiter, crafted of English silver plate from the original Boulton and Watt dies of 1774. Sheffield silver plated flatware, carefully reproduced from the Georgian period. Crystal from Royal Brierley, suppliers to the Crown of England, each piece renowned for its brilliance, clarity and hand-worked custom quality. Or, from West Germany, a traditional parlor anniversary clock in antiqued brass.

XDS4/12



Received 5/19/71



And when the business associate or client's family includes a girl or boy graduate, a fine imported Swiss watch by Ebel or one of our other quality resources. An Italian jewel case with handtooled detailing, or, from the master craftsmen of West Germany, a fine leather pocket piece.

These suggestions are just a sampling of the items available in our catalog and at our showrooms in Atlanta, Baltimore, Houston, Washington, and Rockville.

Whatever the occasion, W. Bell and Company gives you the opportunity to shop the easy, executive way. Without leaving your desk, you still choose from a world of exciting gift ideas.

W. Bell & Co.

~~XD 54/12~~ A

D7/FLATWARE
Box

May, 1971

P. 105 VOGUE

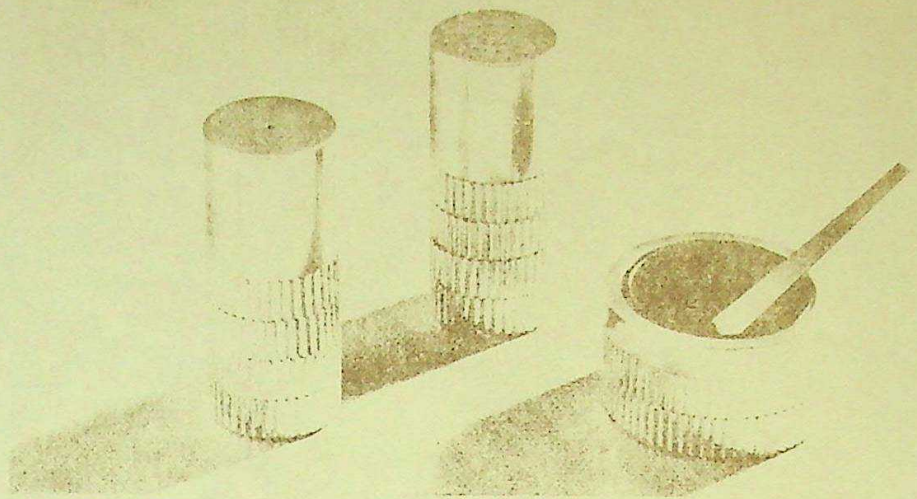


A new romantic age in sterling begins with
Eighteenth
Century
by Reed & Barton

A brochure showing all our sterling patterns is yours for the asking. Write Reed & Barton Silversmiths, Dept. V-51, Taunton, Massachusetts 02780

XD 54/12

Mayer Bros, 45 Broadwick Street, London W1, made this sterling silver three piece component set with spoon for Gifford & Co Ltd, 112 Regent Street, London W1A 2JJ, to which all enquiries should be addressed. The approximate price is quoted December 1969, at £8.10 including purchase tax.

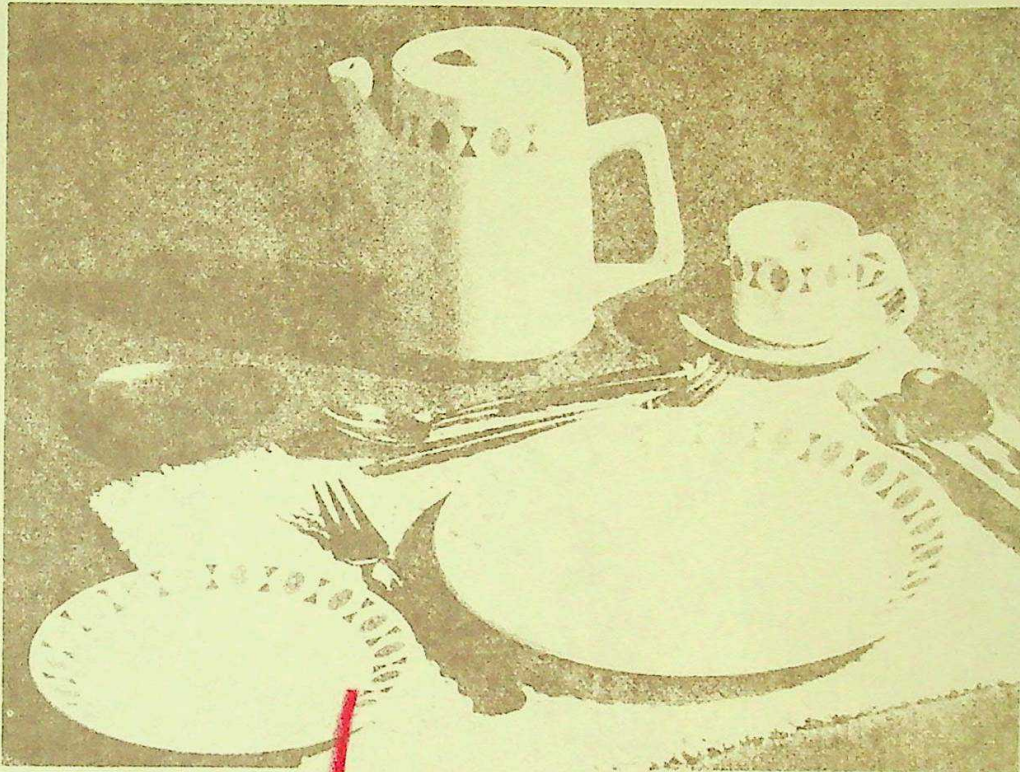


p. 53

MAY, 1971

TABLEWARE INTERNATIONAL

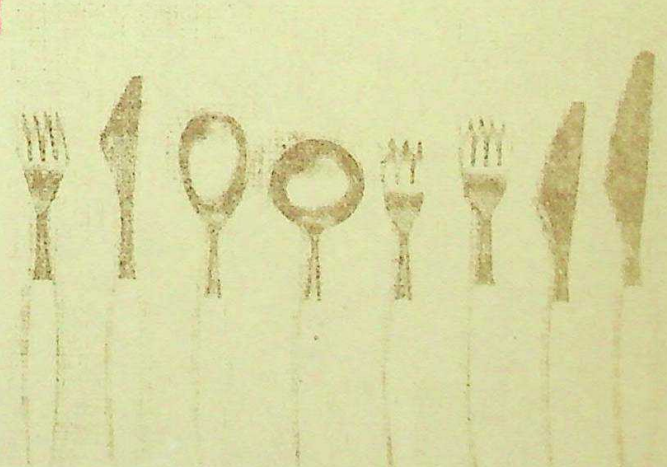
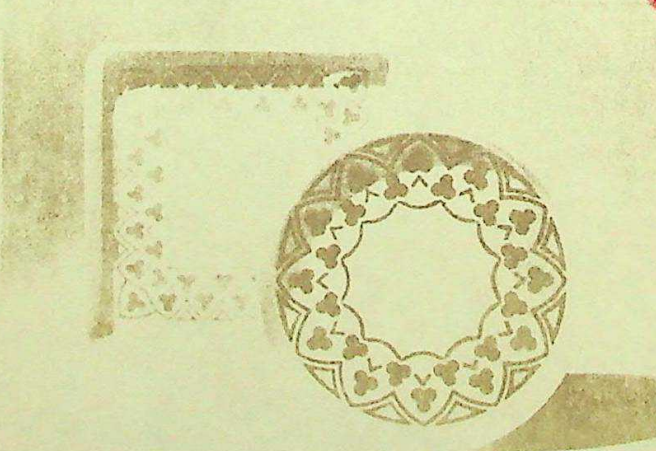
Vintified tableware from Dudson Brothers Ltd, Hope Street, Hanley, Stoke-on-Trent, Staffordshire. The shape, named Avalon, was designed by David Jackson and the pattern, named Diabolo, was designed by the Dudson design studio. The decoration is salmon pink and olive green on white.



Part of the Gornic range of acrylic trays (below) made by Xlon Ltd, 323a Kennington Road, London SE11. They are designed by Brian Wolstenholme in red and orange acrylic plastic.

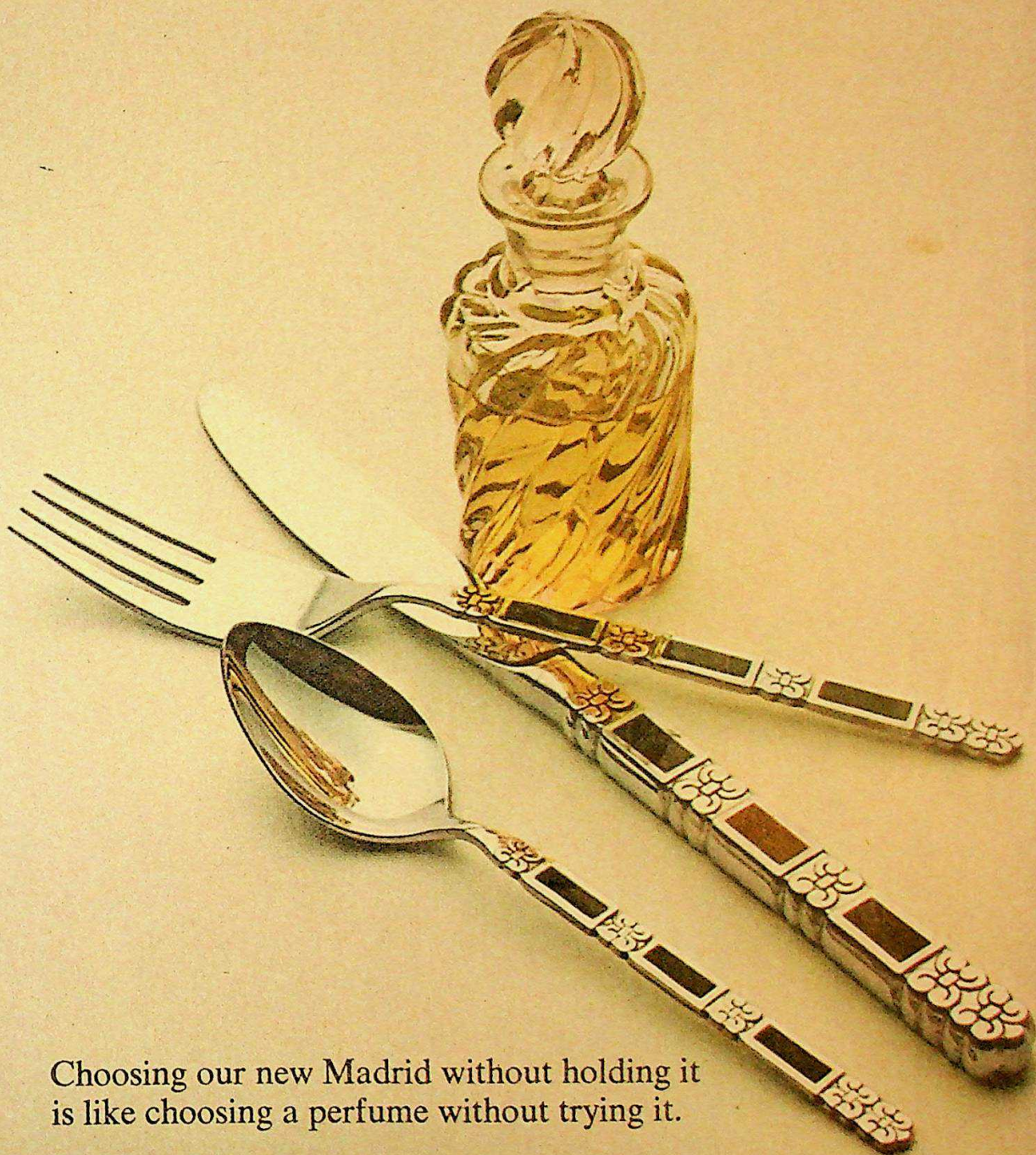
The Danish range of cutlery (below) from George Blyth & Co, Sheffield Ltd, 101 Market Street, Sheffield S1 2DE. The

cutlery is made of stainless steel with a polished finish and a modern design.



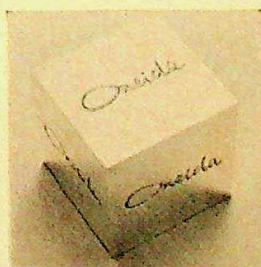
D 54/12

Madrid. In carefree, solid stainless by Oneida. Service for eight, \$79.95.



Choosing our new Madrid without holding it is like choosing a perfume without trying it.

GOOD HOUSEKEEPING



Oneida Silversmiths

Mail this with 25¢ and hold your own Madrid teaspoon. Just as Oneida created it. Send to: Oneida Silversmiths, P.O. Box 1, Oneida, New York 13421 GH051

Name _____
Address _____
City _____ State _____ Zip _____

N.Y. and Calif. residents add sales tax. Valid only in USA. Expires 7/31/71.

MAY, 1971

P. 23

D 222, 953

D 7/



To be together,
in agreement and accord.
For now and forever.
These are the lasting truths
that inspire a proud new pattern.
Concordia.
Created in the Lunt tradition
of beauty and design,
of style and harmony,
to honor you always.

CONCORDIA

Newest Sterling by **LUNT**

D54/12

Mademoiselle
February 1971

p. 113



Wallace created Aegean Weave sterling for people who want to express their individuality. Establish their own traditions.

For the person who will wear grandmother's wedding dress, not because it's traditional, but because it has a meaning they want to hold on to.

For the woman who will mix antiques with modern, and everything will go together perfectly.

Aegean Weave has a warm, uncomplicated simplicity. Its long, smooth, rounded stems are contrasted by a textured basket weave. It's graceful. Elegant. Refreshingly unique.

Aegean Weave isn't just a beautiful new sterling pattern from Wallace. It's the beginning of a tradition that will probably last forever.

**WALLACE
STERLING** 

Wallace Sterling, Conn. 06432

A new generation should create its own traditions.
Introducing Aegean Weave.

D7/642

TABLEWARE INTERNATIONAL + POTTERY GAZETTE

p. 17

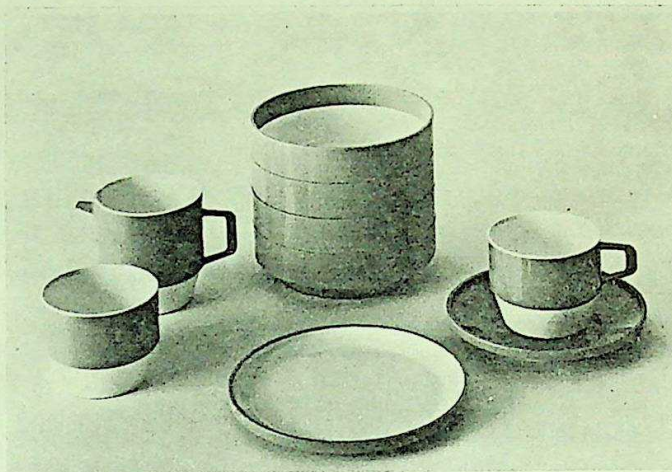
Nov. 1970

the growing use of

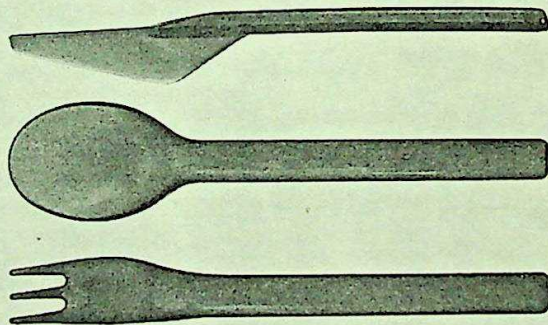
plastics was given
at the Design Centre,
London, from
6 to October 24.
plastics could be a
future but there
two tableware
represented at the
Design Centre

Plastics Ltd were featured
in the award-winning Nova
the designer was
Ian Powell. The knife,
fork and spoon were designed
to be semi-disposable
they are a blue-grey.

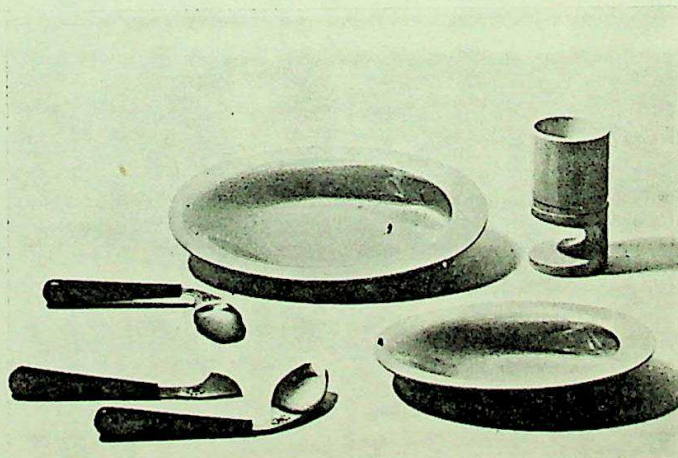
The cups, saucers, plates, jugs,
bowls that stacked
together were injection
moulded in styrene acrylonite
polymer in blue and white,
yellow and white, yellow
and white and red and white.
The Manoy tableware and cutlery
designed by Melaware Ltd for
disabled people was
to be exhibited. The spoon and
fork were designed for use
without flexing the wrist. The
beaker was designed without
a handle but a stemmed base
that allows the flat hand to slip
underneath it for a sure grip.
The insides of the plates were
designed to make eating as
easy as possible with a gentle
slope to an undercut end. The
Nova range was made by
compression moulding in
polymer formaldehyde. They
were named after their designer,
Neil Manoy.



Nova stackable plastic tableware from Ekco Plastics Ltd, Ekco Works, Southend-on-Sea, Essex, shown at the 'Plastics at the Design Centre' exhibition. Available in a choice of colours



The knife, fork and spoon from the Nova range. Each is 7in long, the fork has three prongs and the blade of the knife is set at right-angles to the handle



The Manoy plastic tableware for the one-armed or otherwise disabled by Melaware Ltd, Brentford, Middlesex. The beaker can be securely gripped using a flat hand

SPANISH TRACERY

The newest Gorham Sterling Original.

Elegant sterling scrollwork highlighted against a deep-hued background. Delicately wrought flowers sparkling with a jewel-like splendor. A procession of intricate detail in perfect balance

with the pure lines of the classic shape. This is Spanish Tracery. A beautiful union of the timely and the timeless. Translated into sterling in the famous Gorham tradition.

D54/12

D7/FLATWARE
BOX



©1970 GORHAM
GORHAM DIVISION OF **textron**
PROVIDENCE, R.I.

XD 54/12 D7/FLATWARE BOX



*Mademoiselle
April 1970
p. 92*

Malvern.
Lunt's newest pattern.
A blending of
yesterday's
elegance with
tomorrow's promise.
Malvern.
It is the past.
And the present.
And the future perfect.

MALVERN, Sterling by *LUNT*

For information write: Lunt Silversmiths, Dept. M-1, Greenfield, Mass.

BRECK-WM. ROGERS ELEGANT

~~XD-54/12~~

MODERN BEAUTY
SHOP
APRIL 1970, p. 32

~~1-4-12-R~~

APRIL,
1970
p. 32



PLACE SETTINGS FOR YOU!

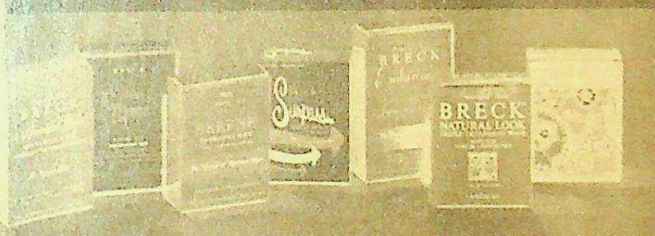
5 pieces in "Royal Pageant" or "Golden Scroll" \$8.50 Value†
Each setting for only \$3.50 and 6 Breck Wave* box-fronts

Made and guaranteed by the world-famous International Silver Co. Each place setting consists of five exquisite pieces you'll be proud to own and display: teaspoon, soup spoon, dinner knife, dinner fork and dessert fork. Each is crafted to the exacting standards that make the "Rogers" name a hallmark throughout the world—for quality, lasting beauty, and pleasure.

Your choice of the traditional "Royal Pageant" silver-plated setting, or the fashionable "Golden Scroll" 23-karat gold-electro-plated. Just think—for only \$38.00 and Breck Wave box-fronts you can get complete settings to serve eight people, plus the magnificent silver chest—a total value of \$86.00†. Order as many settings as you like—you have more than a year to do it. This offer is continuous until March 31, 1971!

* Choose from these fine Breck Waves

Each is a professional product created to enhance your skill for "Beautiful Hair" results. Select your favorites—get the Wm. Rogers place settings—and save money besides at these special deal prices!



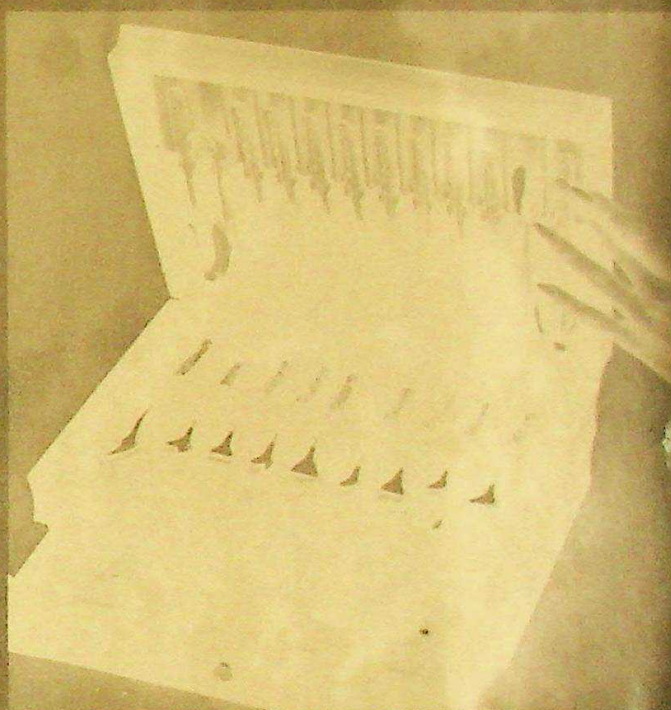
Deal MA-1248	16 Beautiful Waves plus 8 Free.....	\$33.60
Deal MA-2248	16 Enduring Waves plus 8 Free.....	32.00
*Deal MA-3240	16 Serene Waves plus 8 Free.....	24.50
Deal MA-5240	14 Hair Magic Waves plus 10 Free.....	31.50
Deal MA-7247	17 Surpass Waves plus 7 Free.....	26.35
*Deal MA-8240	17 Natural Look Waves plus 7 Free.....	27.30
Deal MA-9103	17 Visible Beauty Waves plus 7 Free....	29.76

(Deals expire April 30, 1970)

Here's all you do: For each place setting send \$3.50 and 6 box-fronts from the Breck Waves above. (You may mix box-fronts, if you wish.) Mail them with the coupon at right. With each setting you will receive a "Silverware Chest Certificate" (also a re-order form). When you have 8 certificates the mahogany chest is yours for only \$10.00! (Mailing instructions are printed on the certificates.)

Beautiful Hair
BRECK®

p. 33



BEAUTIFUL MAHOGANY SILVERWARE CHEST

You'll want this chest to shelter your precious place settings and keep them always lovely. You can get it for only \$10.00 after your 8th place setting. Wm. Rogers fashioned it for lifetime service—of grained mahogany with a Duvetyne Rocket Red liner—beautiful and flattering to set from, and practical, too, because it's built to last. You'll treasure it—and your place settings—as a family heirloom. The chest is generously dimensioned, with a drawer, to hold service for up to 12. See how easy it is for you to get in the instructions below.

BRECK-WM. ROGERS PLACE SETTING COUPON

Mail to: Breck-Wm. Rogers, Box 134 A
Meriden, Conn. 06450

(Enclose \$3.50 and 6 box-fronts for each 5-piece setting)

I enclose _____ box-fronts from the listed Breck Waves and \$_____. Please send me _____ Wm. Rogers settings. With each setting I will receive a "Silver Chest Certificate." After I have 8 certificates I can get the chest for only \$10.00.

☐ Gold-plated

p. 33
Modern Beauty
Shop April, 70

City

State

Zip

PLEASE PRINT

(This offer continuous until March 31, 1971)

XD54/12(12.1)

D217,189

A BREATH OF SPRINGTIME IN STAINLESS



NEW

Rose Shadow

Imagine—a tender, fragrant rose plucked at that fleeting moment of perfection and then preserved for your table! This is the artistry of Rose Shadow — Oneida's breathtaking new achievement in Community® Stainless. So rare is this design, so true to nature, that you can practically feel the dew on every petal. There's beauty, too, in the many practical advantages of Solid Stainless by Oneida. At fine jewelry and department stores.

Literature October

Oct. 1969

XD-54/12

Freezers

that describes and illustrates medium and low-temperature cabinets, coolers and freezers is available from this manufacturer.

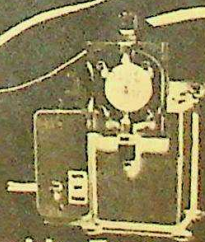
The two-color, 42-page catalog provides specifications, dimensions and capacities on 35 different models. For easy reference, the catalog has tabbed dividers for cabinets, accessories, walk-in coolers/freezers. Accessories such as superstructures, stainless steel exteriors, casters, legs and fountainettes are also described and illustrated. *Kelvinator Commercial Products, Inc., 621 Quay Street, Manitowoc, Wis. 54220. (80)*

Prefab Refrigeration Techniques

Bally has published an expanded, 150-page working data catalog, one which supersedes its previous issue published some years ago.

The book, encased in a hard-cover, looseleaf binder, contains complete technical data, specifications, service instructions, installation drawings and general refrigeration and warehousing information. The catalog also explains the advantages of urethane "foamed-in-place" insulation. *Bally Case and Cooler, Inc., Bally, Pa. 19503. (81)*

Spot Free DISHES and GLASSWARE Day In and Day Out



Most Trouble-Free RINSE AID INJECTOR On the Market

1. Self Priming
2. Shelf or Wall Mounting
3. Feeds directly from container

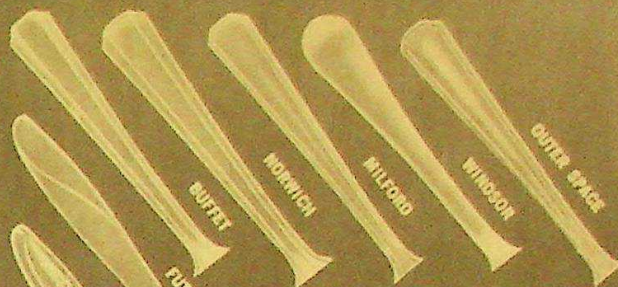


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Int. Div. Box 84302, L.A. Cable Transfers

Circle 67 on Reader Service Card

OCTOBER, 1969



MAJESTIC-REGAL

The Leading Name in STAINLESS RESTAURANT FLATWARE

Designed to Withstand the Hardest
Kind of Wear in Restaurant, Hotel
and Institutional Use.

A Pattern, Grade, Finish and
Price Range for Every Type
of Food Service Operation

2 NEW SALES PRODUCING STAINLESS PATTERNS IN THE Mediterranean Style

Estrellita

A Luxurious Satin Finish
Flower and Leaf Design
With a Dramatic
Oxidized Background.

Venetian Lace

A Distinctive Lace Design
In An Exciting Textured
Florentine Finish



The Mark of Quality



Visit Us At The

NATIONAL HOTEL and MOTEL EXPOSITION

BOOTH 1523. N.Y. COLISEUM
New York, N.Y. Nov. 10-13th

THE MAJESTIC SILVER CO.

and THE REGAL SPECIALTY MFG. CO.
Manufacturer of Stainless Steel Flatware

241 WOLCOTT ST., NEW HAVEN, CONN. 06513

Circle 68 on Reader Service Card

A new Gorham Original. Trilogy. The sterling for the neo-romantic.

This is Trilogy. Pure poetry in silver. Twin columns of rich, solid sterling, framing an ornamental panel of shimmering scrolls . . . sparkling with delicately carved accents.

Trilogy. More than just a beautiful pattern in sterling. A total design, perfectly balanced in every way.

A perfect balance between the timely and the timeless. Between today's fashion in silver and classic beauty.

Trilogy. Equally at ease in a traditional or contemporary setting.

And that's what makes a Gorham Original like Trilogy original. To discover more about Gorham's total design, write for the booklet prepared for you. Just send 10¢ for handling to The Gorham Company, P.O. Box 2823-V, Providence, Rhode Island, 02907.

Do you own a Gorham Sterling Original?

P. 70 AUG. 1, 1969
VOGUE

XD-54/12

VOGUE



PHYLLIS BARTLETT

Mademoiselle
JUNE, 1969
P. 69



ÉCOR

ts' coats, and so on). A matched set in an olive-green/orange/gold print with olive-green piping. A jumbo dress bag is long enough for midskirts or hostess bags. A snit bag for pants, skirts, short dresses. A shoe bag. Plus, perhaps, many-colored shelf storage boxes for sweaters and hats.

Some more snappy finds we've seen lately. Indoor/outdoor stick-on carpet tiles. They're brand new to dime stores, come in a lot of colors. You can buy an armful (one per tile) and stick them down with double-faced tape. Especially good news: naked kitchen/hallway floors.

Ficker furniture. Some good buys here: chair (\$15.99), stools (\$11.99 or 5), low cocktail table (\$24.99).

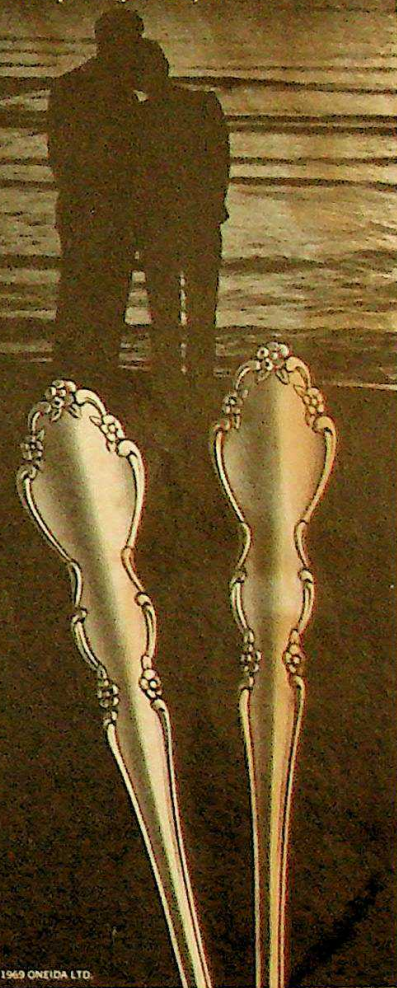
Bathroom furnishings. In particular, shower curtains (from \$2.99), bath towels (\$9.99), hand towels (\$1.29), washcloths (\$1.29). Or bed linen—a solid-colored hot-sheet (\$2.90), striped top sheet (\$3.19), striped pillowcases (\$1.99).

Clip-on lamps for reading/writing/sewing run a fantastic \$2.98, plants are cheap, and kitchenware and utensils are a terrific buy.

Enough said? On your mark. . .

25¢ BRINGS YOU ONE HALF OF A GREAT IDEA

25¢ brings you a lustrous, stainless teaspoon in Oneida's new Dover pattern. And here's the great idea. The timeless, traditional beauty of Dover can also be yours in identical sterling pieces. Send now for the stainless half of Matchmakers.® The sterling half can be seen at fine jewelry or department stores.



© 1969 ONEIDA LTD.

SEND THIS COUPON TO: PATTERN CENTER
ONEIDA, N. Y. 13421

I'd love to have one of your spoons. Please send me a sample stainless spoon in your Dover pattern. I enclose 25¢ to cover costs.

NAME _____ (PLEASE PRINT)

ADDRESS _____

CITY _____

STATE _____ ZIP _____

N. Y. STATE RESIDENTS PLEASE ADD APPLICABLE SALES TAX FOR YOUR AREA. OFFER VALID ONLY IN U.S.A. EXPIRES AUGUST 31, 1969. MVB



XD-54/12.



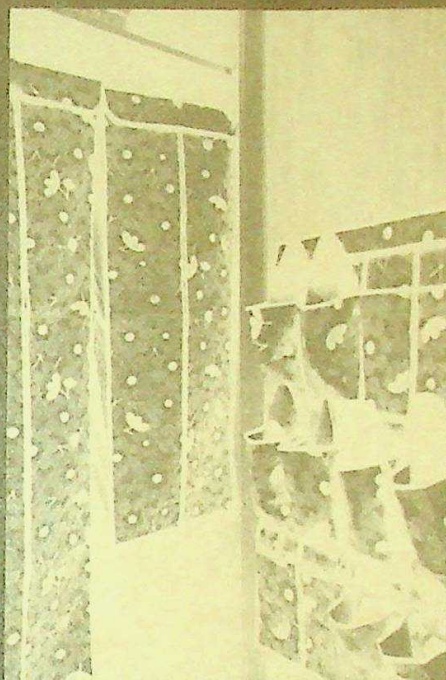
Picnic Setup. Two plastic boxes: \$7. Paper plates: 39¢. Napkins: 39¢. Plastic flatware: 39¢. Two wine glasses (Citation, by Libby): \$1.49. **Grand Total: \$9.66.**

Closet Accessories. Jumbo dress bag: \$3.99. Suit bag: \$3.99. Shoe bag (holds a dozen pairs): \$3.99. **The Grand Total: \$11.97.**

DESIGN FOR LIVING BY PHYLLIS BARTLETT

p. 69

Mademoiselle
June, 1969



E-STORE DÉCOR

writing paper and envelopes in four complementary colors.

Then there was the Place Setting—lower left, a red/white/blue extravaganza. A red-and-white-plaid plastic place mat, garnished with a handanna handkerchief (three for \$1) that does duty as napkin. The china: white "ironstone," which five-and-dimes for \$6.99, the four-place set. (Note how a bowl from this assortment can serve as ashtray for the Desk Set. Very sneaky.) Wood-handled stainless-steel knife, fork, spoon. An apothecary jar plumped full of daisies and bachelor buttons from the corner florist.

And the Picnic Setup (upper right). It might do for a lunch at the office, a day at the beach, a picnic in the park. An orange-and-white box, plastic in and out, zipping open at the top to stash away bathing suits, books, sunglasses, bags of goodies. Another box, with a side zipper, for the lunch proper. Gold paper plates, paper napkins, gray plastic cutlery (four each: knives, forks, spoons). Citation wineglasses by Libby, four for \$2.99.

We liked, too, the Closet Accessories (lower right). Great way to organize a closet that's always full of paraphernalia (clothes, shoes, hair dryer, broom, mop,

guests' coats, and so on). A matched set here, in an olive-green/orange/gold print with olive-green piping. A jumbo dress bag that's long enough for midskirts or hostess gowns. A suit bag for pants, skirts, short dresses. A shoe bag. Plus, perhaps, many-colored shelf storage boxes for sweaters and hats.

Some more snappy finds we've seen lately: Indoor/outdoor stick-on carpet tiles. They're brand new to dime stores, come in a riot of colors. You can buy an armful (39¢ per tile) and stick them down with double-faced tape. Especially good news for naked kitchen/hallway floors.

Wicker furniture. Some good buys here: armchair (\$15.99), stools (\$11.99 or \$9.95), low cocktail table (\$21.99).

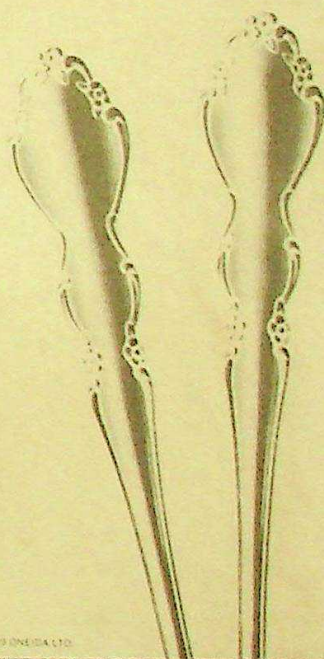
Bathroom furnishings. In particular, shower curtains (from \$2.99), bath towels (\$1.99), hand towels (\$1.29), washcloths (69¢). Or bed linen—a solid-colored hot-tom sheet (\$2.90), striped top sheet (\$3.19), two striped pillowcases (\$1.99).

Clip-on lamps for reading/writing/sewing run a fantastic \$2.98, plants are cheap as dirt, and kitchenware and utensils are a terrific buy.

Enough said? On your mark. . . .

25¢ BRINGS YOU ONE HALF OF A GREAT IDEA

25¢ brings you a lustrous, stainless teaspoon in Oneida's new Dover pattern. And here's the great idea. The timeless, traditional beauty of Dover can also be yours in identical sterling pieces. Send now for the stainless half of Matchmakers.™ The sterling half can be seen at fine jewelry or department stores.



SEND THIS COUPON
TO: PATTERN CENTER
ONEIDA, N. Y. 13421

I'd love to have one of your spoons.
Please send me a sample stainless
spoon in your Dover pattern.
I enclose 25¢ to cover costs.

NAME _____
(PLEASE PRINT)
ADDRESS _____
CITY _____
STATE _____ ZIP _____

N.Y. STATE RESIDENTS PLEASE ADD APPLICABLE
SALES TAX FOR YOUR AREA. OFFER VALID
ONLY IN U.S.A. EXPIRES AUGUST 31, 1969. M.L.B.



XD-54/12

MADEMOISELLE
MAY, 1969

p. 97



Let the artistic richness of the 15th century illuminate your world.

~ Renaissance Scroll ~

a new sterling pattern by Reed & Barton.

XD-54/12

Mademoiselle

p. 97

May, 1969

Let the artistic richness of the 15th century illuminate your world.

MADemoiselle ~ Renaissance Scroll ~

p. 97

a new sterling pattern by Reed & Barton.

MAY, 1969

A brochure showing all our sterling patterns is yours for the asking. Write Reed & Barton, Taunton, Massachusetts 02780.

P.93

May, 1969
Mademoiselle

XD-54/12

FRED CLARKE

OR AWAY

by Phyllis Bartlett

to fill the air for a low fee. Stipulate that your guests dress *à la* American Bandstand 1961. Or wrap themselves in red, white, and blue. Or all bring transistor radios synchronized to the same station, for free stereo sound.

As for the logistics of it all: you can always rent tables and chairs, via the *Yellow Pages*. Lay in a stock of bug-repellent candles. Refreshment's ideally a one-stop dish along casserole lines, whipped up the night before, served with domestic *sangria*. Note: New York, in particular, can be sticky about large groups—you'll need a permit to gather more than 40 friends, or to hire a live band. Check your own town's rules and regs for local idiosyncrasies.

The mini-European vacation, or the take-out tour. What you do here is pack up a picnic basket full of Continental goodies, plain (bread, sausage, beer from a German deli), medium (a restaurant-concocted assortment, like the French picnics New York's Brasserie puts up), or fancy (your own veal scallops, plus a bottle of white wine—see May '68 "Eat" for more suggestions). Then you and friend(s) settle down on a grassy bank, kick off shoes, go boating, relax. Think Hyde Park, banks-of-the-Loire.

If you can't take the city any more, con-

sider a mini-vacation-by-the-sea. (It needn't be the sea, actually; any reasonably large body of water nearby will do.) You can always rent a beach house on Fire Island or the Cape, of course, but if you want to get even closer to the action, try houseboating. Houseboats are eminently comfortable, admirably capacious—so six or seven of you can fit in, splitting the cost—and rentable almost everywhere, starting around \$250 per weekend. Where there's a whole flotilla of houseboats (e.g., Sausalito, in San Francisco Bay), you'll probably find a gay whirl of partying, swimming, and general merry-making. (If you want to get away from all that, float alone.)

Other mini-holidays: ferry to an out-of-the-way island, and picnic there with friends. Try, for example, the ferry to Staten Island—the last bargain left in New York, at a nickel each way. Or rent a boat and sail away—don't forget to check local current and tide info, weather forecasts, all that.

Or simply cool it in your own apartment. Failing air conditioning, try to get your hands on an old hotel fan—the ceiling propeller type, fixture of every movie shot south of the Tropic of Capricorn—and have it rigged up with electricity. Or just tie the rotor string to your big toe.

SEND THIS COUPON
TO: PATTERN CENTER
ONEIDA, N. Y. 13421

I'd love to have one of your spoons.
Send me a sample stainless spoon
in your Will 'O' Wisp pattern.
I send 25¢ to cover costs.

NAME _____
(PLEASE PRINT)
ADDRESS _____
CITY _____
STATE _____ ZIP _____

N. Y. STATE RESIDENTS PLEASE ADD APPLICABLE
SALES TAX FOR YOUR AREA. COUPON VALID
ONLY IN U.S.A. EXPIRES JULY 31, 1969. 5015

D210,046

Wallace Silversmiths introduce Feliciana

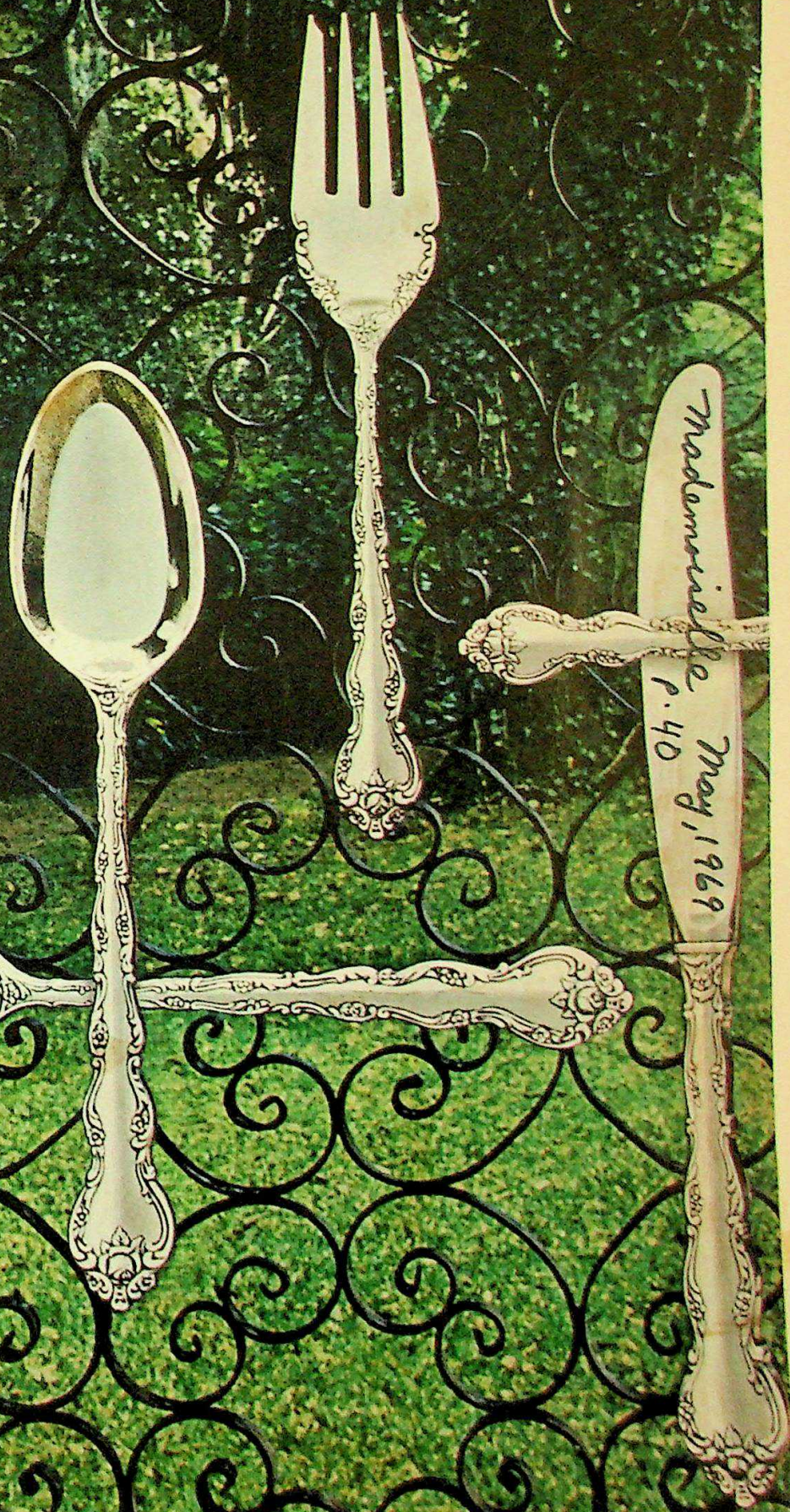
The charm and dignity of old Southern hospitality has been revived with Feliciana™, the sterling pattern created by Wallace. Feliciana is refinement, tranquility and happiness . . . like you, the woman who cherishes family ties and intimate gatherings.

Study each tiny flower, leaf and scroll. They suggest a warm, romantic woman. You. And the kind of home that reflects your femininity and your appreciation for understated elegance.

Whether Feliciana is set on bare polished wood, or a linen placemat, or your most magnificent cloth, Feliciana will always be a symbol of you and your unerring good taste.

Feliciana captures an American heritage of grace and charm, and isn't that what you are all about?

Our special gift to you . . . with your purchase of eight 4-piece place settings you will receive at no additional charge 4 selected serving pieces and a cherry wood chest—a savings of \$139.25. If you purchase twelve 4-piece place settings, you will receive 7 selected serving pieces and a cherry wood chest at a savings of \$221.50. Introductory offer from March 30 through June 30, 1969. Prices subject to change without notice.

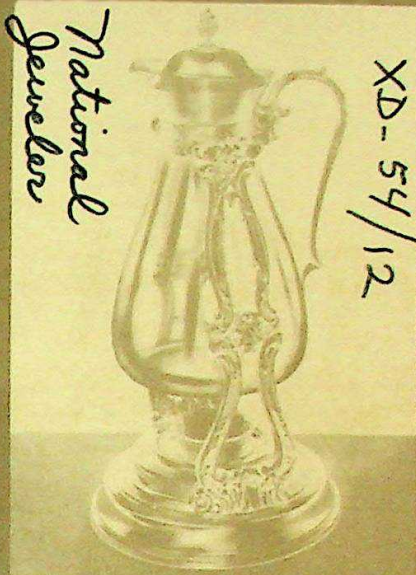


National
Jeweler

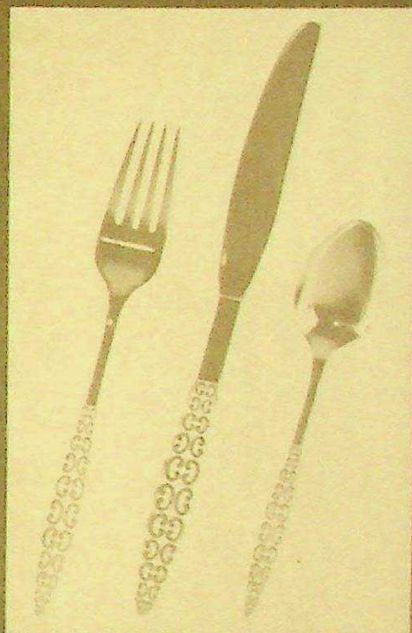
XD-54/12

p. 14
May, 1969

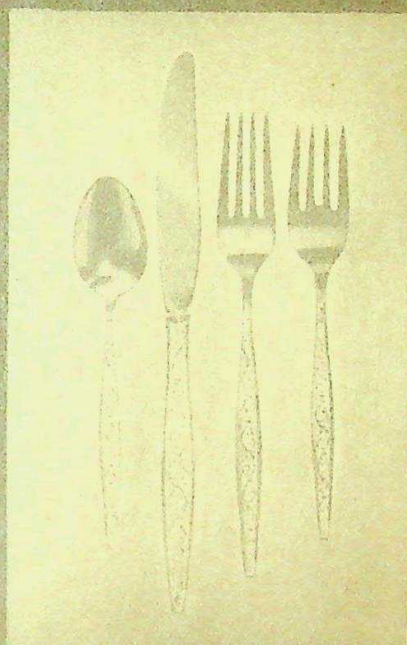
Swinger, Sheridan's new silverplate 14 cup coffee pot swings on its decorative pivot collar and does not have to be taken off its stand. The base has a 15-hour warming unit to keep contents piping hot indefinitely. Retail at \$22. Write: National Jeweler, L-142, 6 West 57th Street, New York.



Romanesque, stainless pattern by International Silver, is a design triumph of deeply arched scrolls in florentine finish, silhouetted against a heavily oxidized background. Retail at \$129.95, service for 8. Write: National Jeweler, L-145.



Renaissance frieze adorning the Palace at Fontainebleau have inspired Renaissance Scroll new sterling flatware pattern by Reed & Barton. Write: National Jeweler, L-147.



Two outstanding gold electroplate gift items by Oneida in deeply sculptured Golden Tangier pattern. 4-piece condiment set and 2-piece gourmet set retail at \$15 each. Write: National Jeweler, L-143.



MADE IN U.S.A.
PATTERN CONTAINED IN TOWLE

p.66
VOGUE

APRIL 1, 1969

XD-54/12

VOGUE

Novantique.

A new sterling pattern
from Towle.

Can there ever be enough
flowers in the world?

Novantique: designed as if
"The Towle Reputation"
depended on it.

For color folders showing
Novantique and other patterns,
write Towle Silversmiths,
Newburyport, Mass.

TOWLE



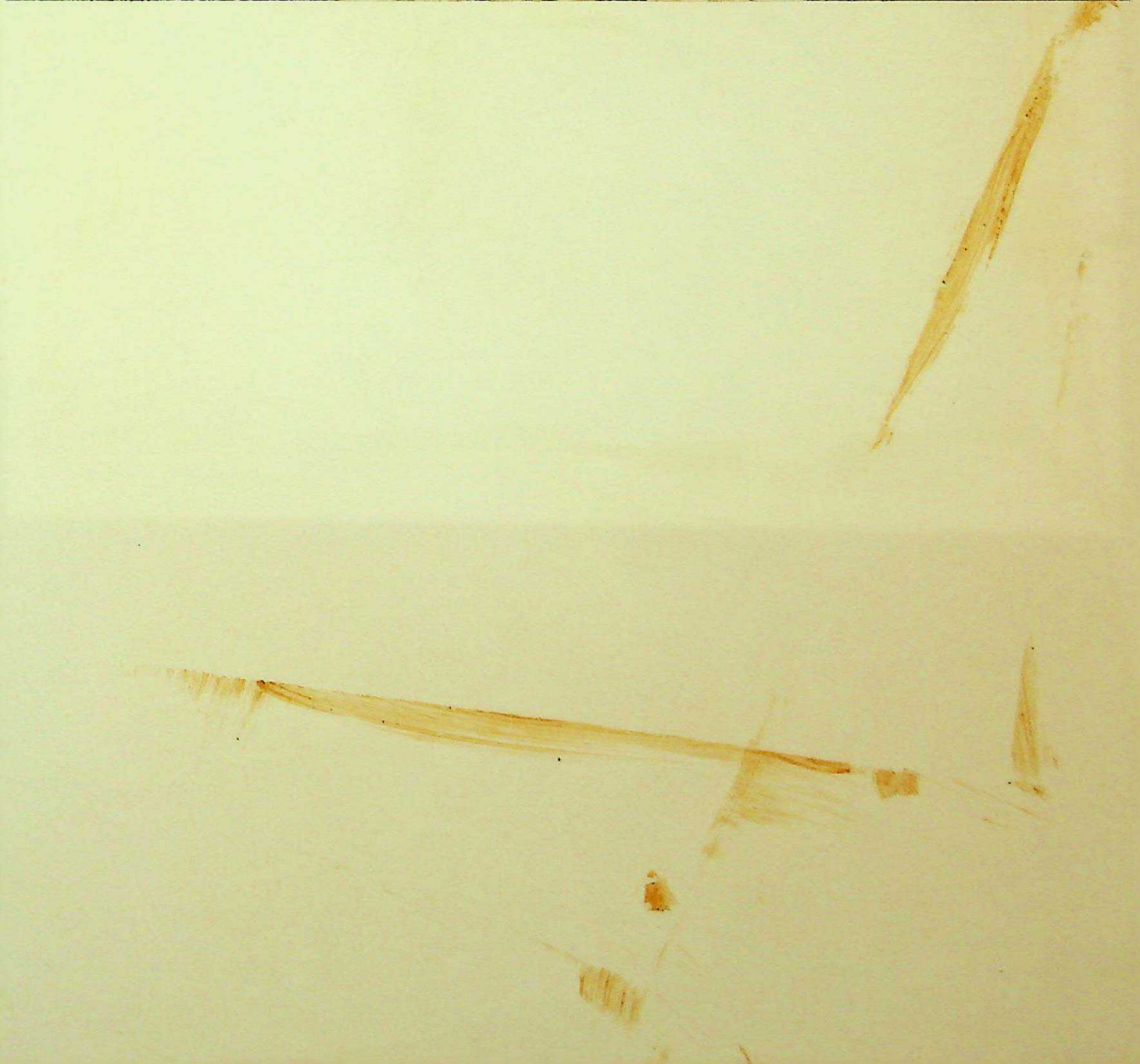
XD-54/12(12.1)

Mademoiselle p.60
April, 1969



TOWLE

Novantique™
A new sterling pattern
from Towle.
Can there ever be enough
flowers in the world?
Novantique: designed as if
"The Towle Reputation"
depended on it.
For color folders showing
Novantique and other patterns,
write Towle Silversmiths,
Newburyport, Mass.



D7/FLATWARE
Box

P. 269

»Spaten 150« 50% mehr Gewinn

GOLDSCHMIEDE ZEITUNG

MARCH, 1969

P. 269



Ein völlig neuartiges Angebot, das schon bald zum festen Bestandteil eines guten Geschäftes gehören wird.

Wir wissen aus einer Markttuntersuchung, daß sich viele das Spaten-Besteck kaufen würden — es sich aber bisher nicht leisten konnten.

Wir haben einen Weg gefunden, unser Modell „Spaten“ für diesen Kundenkreis attraktiv zu machen. Einen Kundenkreis, der wählerisch ist, aber nicht wahllos das Teuerste kauft.

„Spaten 150“ in der neuartigen 150 g Massiv-Versilberung

- ist 2/3 stärker versilbert als normale 90er-Versilberung

- garantiert durch konzentrierte Zusätze einen Härtegrad von mindestens 150 Micro-Vickers

- bietet durch spezielle Oberflächenbearbeitung brillanten Glanz

- selbstverständlich von Hand bearbeitet.

„Spaten 150“ sichert Ihnen einen neuen interessanten Kundenkreis, der gerne bereit ist, für einen Löffel dieser Qualität DM 10,90 statt DM 7,50 auszugeben, der es Ihnen also ermöglicht, 50% mehr Umsatz = 50% mehr Verdienst zu erzielen.

Wenn Sie interessiert sind, schreiben Sie uns!

Robbe & Berking, 239 Flensburg.

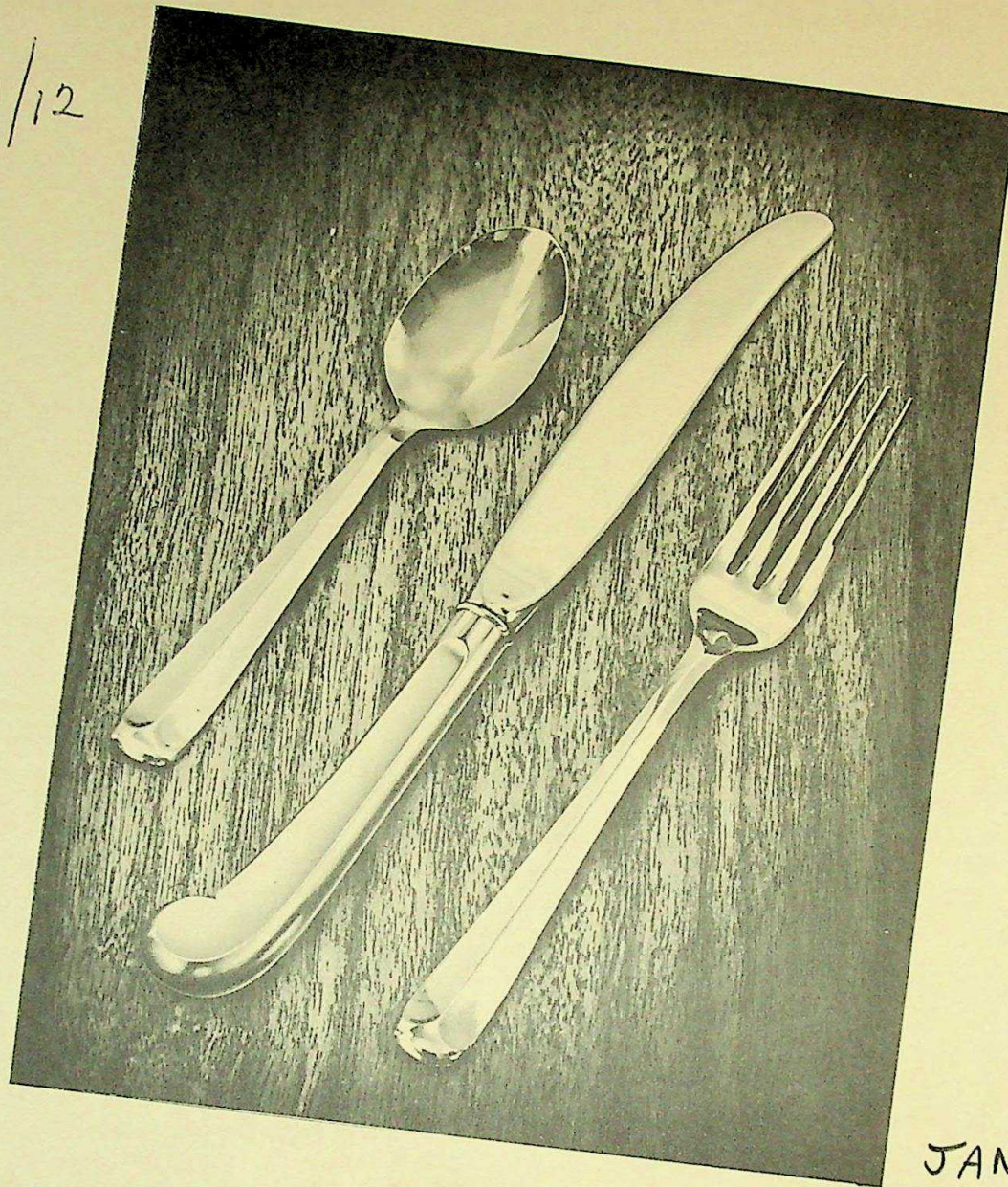
R&B

Juwelierbestecke

HARMONISCHE SCHÖNHEIT - ZEITLOS WERTVOLL

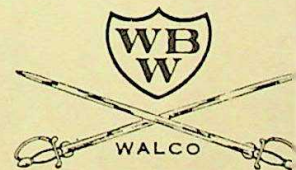


XD-54/12



JAN., 1969

Bristol In dramatic eighteenth century tradition, Walco craftsmen have retained in the new Bristol pattern a heritage as majestic as Queen Anne. Crafted in the miracle of modern stainless Bristol offers real table dignity to the discerning hostess. Made in the gracious manner of Old England... yet it is so keenly American. Knives are hollow handle with fine pistol-grip styling. Forged serrated blades. All pieces are lustrously mirror finished. Packaged in a handsome colorful Renaissance chest.



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SERVICE FOR 8	\$49.95

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FABRICATORS OF
STAINLESS STEEL
MONEL • NICKEL
AND CORROSION

When everyone's patterns begin to look alike
it could help you make up your mind.

X.O. 7/FLATWARE
BOX

At Towle,
we still follow the
traditional rules of our craft,
even though doing so much
work by hand may seem
a little eccentric these days.
We still keep our shop small,
because that's the best way
to assure high standards.

Towle's craft traditions
go back over 275 years.
In fact, we're still located
near the same little river
in Newburyport, Mass.
where we started in 1690.



p. 4

For color folders showing
these and other Towle patterns,
write: Towle Silversmiths,
Newburyport, Mass.

Mademoiselle (for November 1968)

Mademoiselle

Nov., 1968

XD-54/12

At GORHAM
GORHAM'S new

Sterling with a Spanish accent.

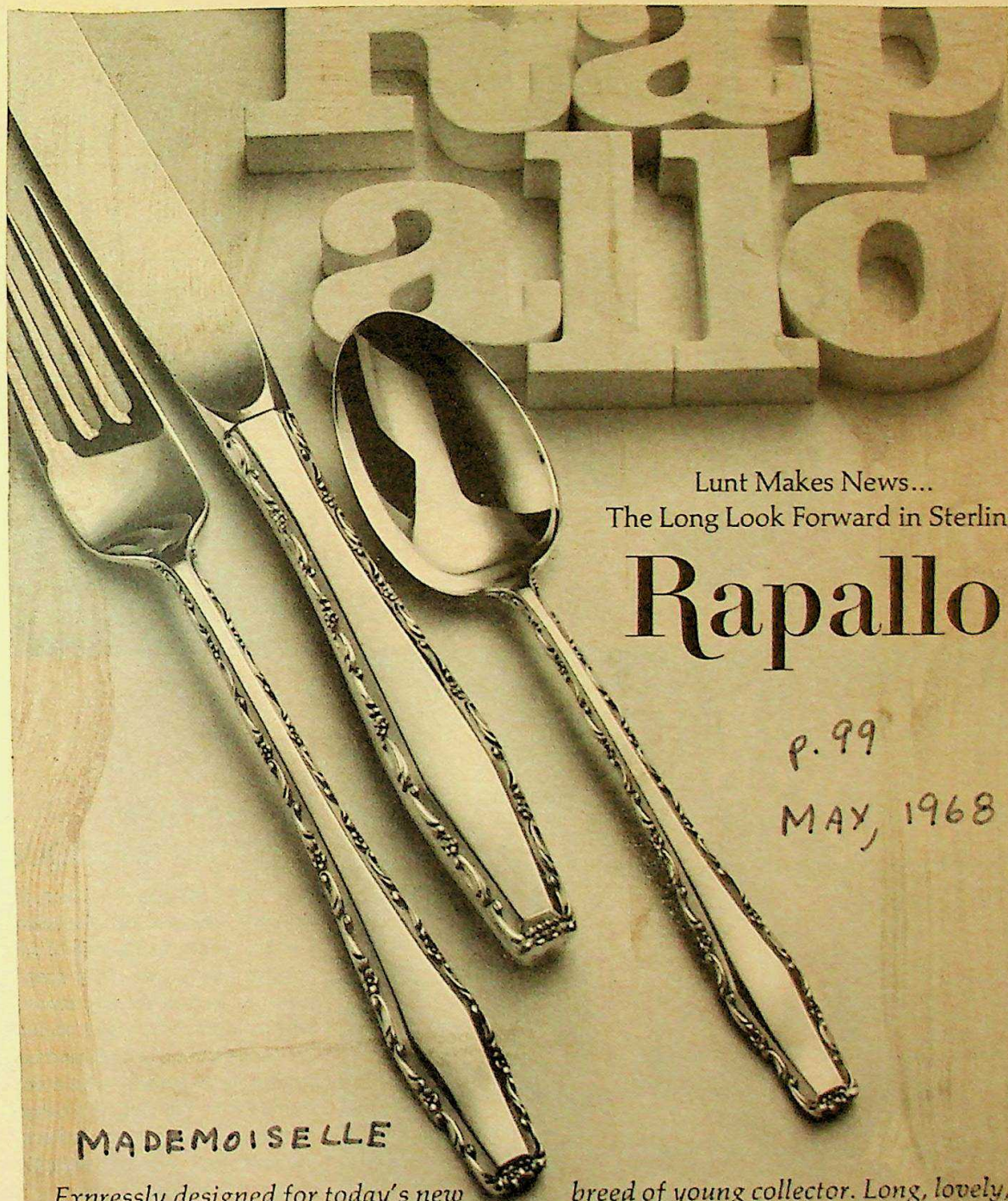
The four-piece place setting is \$52.25. Sterling prices subject to change without notice.
© 1968 GORHAM. THE GORHAM COMPANY, PROVIDENCE, RHODE ISLAND. GORHAM division of **Textron**



MADEMOISELLE
JUNE, 1968
P. 30

XD 7/FLATWARE
BOX

MADEMOISELLE



Lunt Makes News...
The Long Look Forward in Sterling

Rapallo

P. 99

MAY, 1968

MADEMOISELLE

Expressly designed for today's new breed of young collector. Long, lovely, thoroughly modern—yet full of grace notes from the past. Rapallo, Lunt's newest Sterling pattern, glows with the sophisticated interplay of lucent surfaces, deeply beveled planes, and fine-cut carving. Born accompaniment for antique treasures and young ideas that meet on your table—and for more-modern-than-tomorrow treasures you'll someday own. Shouldn't your sterling be this forward-looking?

L U N T S T E R L I N G

Goldschmiede - Zeitung

Verkaufs-Konferenz in Düsseldorf

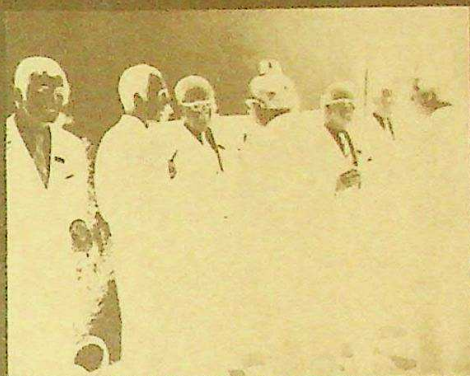
De Beers stellt die neue Werbekampagne für Diamanten vor

APR., 1968 p. 426

EUROPEAN JEWELER

Vor rund 70 geladenen Gästen aus dem Rhein-Ruhrgebiet referierten kürzlich Vertreter der Agentur J. Walter Thompson GmbH über die neuen Richtlinien der De Beers Werbung in Deutschland. „Die Chancen der Juweliere sind gut“, meinte Volkmar Timm, Kontakter bei Thompson. Es ist eine Tatsache, daß 1966 unsere Teenager mehr als 20 Milliarden DM — 1/4 des gesamten Bundeshaushalts — für nicht lebensnotwendige Güter ausgaben. Die Juweliere müssen diese Chance einfach sehen. Denn was kauft ein Teenager normalerweise? Kleider, Schuhe, Autos, Schallplatten, aber sehr selten echten Schmuck. Nicht seine Kollegen sind für den Juwelier die gefährlichste Konkurrenz, sondern die Textil-, Auto- oder Pelzindustrie, die den Löwenanteil der 20 Milliarden Teenagergehälter schlucken. Warum sollte nicht auch der Juwelier von diesem Geldstrom profitieren? De Beers ist entschlossen, ihm dabei zu helfen. Als erstes muß ein fester Geschenkankauf für Diamantschmuck geschaffen werden, und kein Anlaß liegt bei jungen Leuten zwischen 16 und 25 näher als die Verlobung. Wenn jedes Mädchen zum Trauring einen Diamantring erhielte, würde das für den Handel schätzungsweise 37,5 Millionen zusätzlichen Umsatz bedeuten.

De Beers geht die Idee des Twinsetrings von den verschiedensten Seiten an: Alec Morrison, Etatdirektor von Thompson, stellte die Anzeigenkampagne vor, bei der das Verlobungsring-Thema im Vordergrund steht. Sibylle Doch, Public Relations, erläuterte Sinn und Zweck des alljährlichen Verlobungsring-Wettbewerbs.



Diskussion über Werbematerial

Volkmar Timm erklärte dem Handel die vielfältigen Werbehilfen, die der Verkaufsförderungsdienst von Thompson dem Juwelier zur Verfügung stellt.

Im Anschluß an die Vorträge wurde das Werbematerial von lebhaft diskutierenden Gruppen begutachtet. Sicherlich: Das Interesse des Handels ist geweckt; es liegt an ihm, die gebotene Chance tatsächlich zu ergreifen. Volkmar Timm meinte in Anlehnung an einen bekannten Werbeslogan: „Unsererseits ist alles vorbereitet, es kann von Ihrer Seite perfekt gekocht werden.“

Basel, Zentrum für den Handel mit Schweizer Uhren

Seit Jahrzehnten hat die schweizer Uhrenindustrie einen erheblichen Anteil am Erfolg der Messe von Basel, die wichtigsten Veranstaltung für den Handel mit Schweizer Uhren geworden.

Einkäufer aus allen Ländern finden in der Schweiz eine einzigartige Gelegenheit zum Kauf der besten Uhren, und die Messe von Basel bietet vom 20. bis 30. April 1968 eine Auswahl, die mit ihrer Vielfalt und einem Reichtum ohnegleichen, wenn möglich die Mannigfaltigkeit der schweizerischen Landschaft noch übertrifft.

Die Schweizer Uhrenmesse belegt 80.000 m² Hallenfläche. Rund 200 Aussteller bieten an ihr wohl 30.000 Modelle an, und solche, die sich schon in der Fabrik befinden oder unmittelbar in die Produktion gehen werden. Man wird in der Lage sein, auch feststellen, daß die preiswerte, qualitativ hochwertige Uhr kein unerfüllbarer Traum ist, daß die Schweizer Uhr wettbewerbsfähig bleibt.

Basel, centre of the Swiss watch trade

For many years the Swiss watch industry has contributed to the success of the Swiss Industries Fair at Basel, the important centre in the world for the sale of Swiss watches. The foreign buying public in Switzerland will have an ideal opportunity of purchasing high-class watches and in particular he will find in Basel, from 20 to 30 April 1968, a choice of unequalled richness and diversity, more varied if possible even than the Swiss countryside. The Watch Fair occupies a large pavilion, some two acres of floor space in which around two hundred exhibitors will be showing 30,000 models, all of them in production or about to be produced.

Tochtergesellschaften der Messe

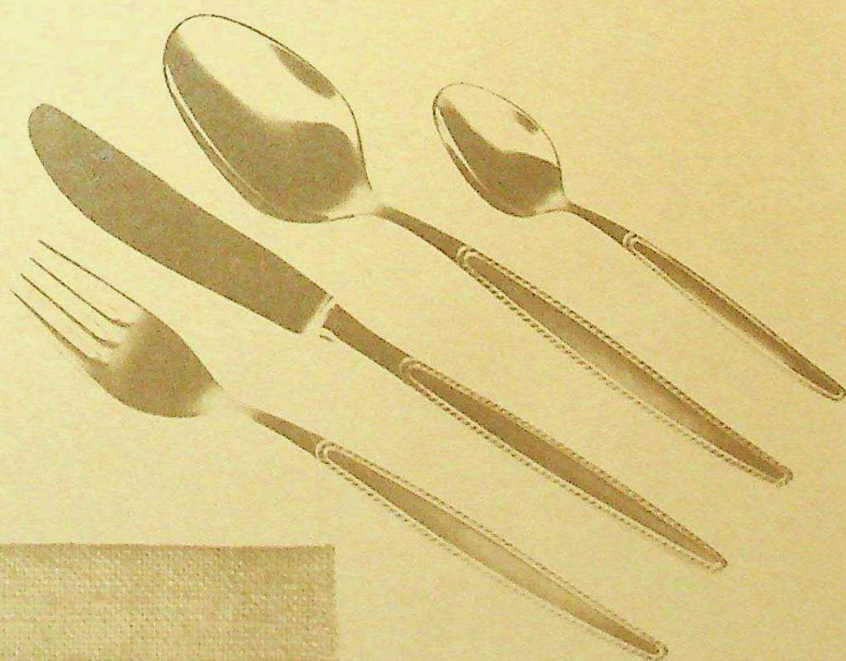
Folgende Herren aus der Schmuck- und Silberwarenbranche gehören durch den Aufsichtsrat der Messehaus-Hilfswerk GmbH an:

Fabrikant Eugen Bauer, von Firma Hermann Bauer, Schwäbisch Gmünd (Silberwaren)

Direktor Rolf Robert Klein, von Klein & Quenzer GmbH, Idar-Oberrhein (Schmuck)

Fabrikant Robert Raff, von Firma Uhrenfabrik, Pforzheim (Uhren)

Dr. Fritz Strudhoff, Vorstand der Wuppertaler Bergischen Metallwarenfabrik, Geislar (Silber- und Metallwaren).



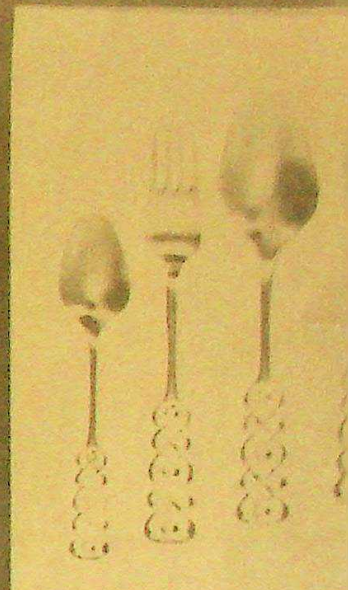
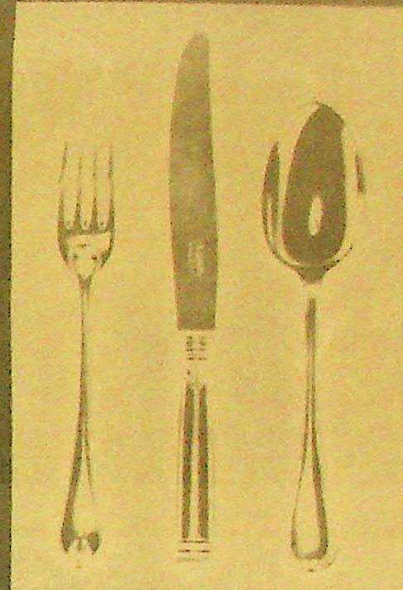
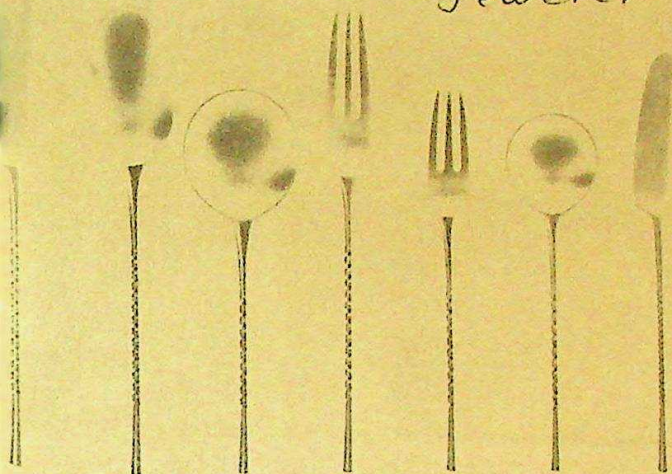
Neues Besteckmodell Cordula/2800 von Firma Franz Fürst, Solingen

~~D 54/12~~

Goldschmiede - Zeitung

P. 427

European Jeweler



2

3



1 Henning Glahn, Kopenhagen

Besteckmodell „Jette“. Ausführung Edelstahl mattiert, alle Teile sind aus einem Stück geschmiedet. Die dekorativ gedrehten Griffe ließen sich nur in Edelsteinen verwirklichen

2 Orfèvrerie Christofle, Paris

Besteckmodell „Malmaison“ in Empire-Stil, Ausführung versilbert

3 David-Andersen A. s., Oslo

Besteckmodell „Ringebu“, Silber, Entwurf Bjørn Sigurd Østern

4 Vereinigte Metallwerke Ranshofen-Berndorf AG

Besteckmodell 8000, Ausführung Alpaka schwer versilbert und rostfreier Nickelchromstahl, ein funktionsgerechtes Besteck der Neuzeit

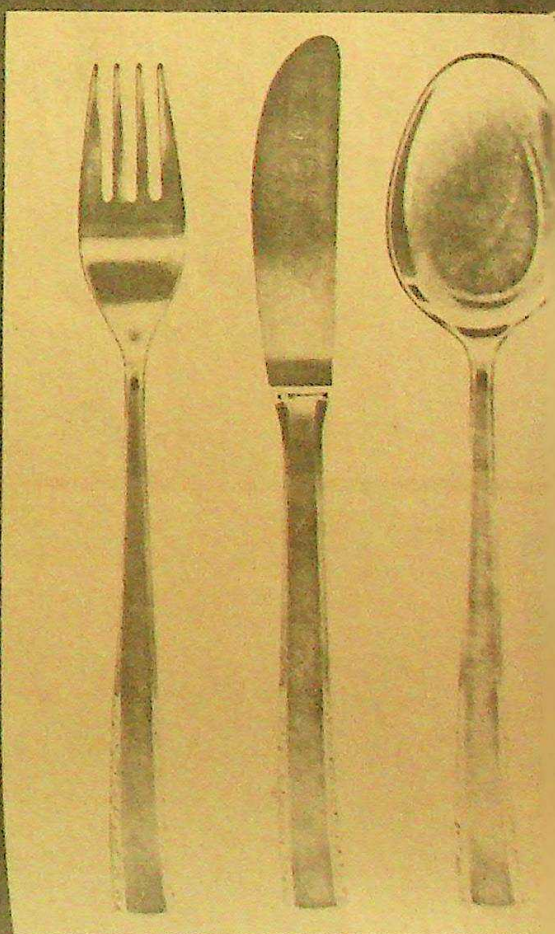
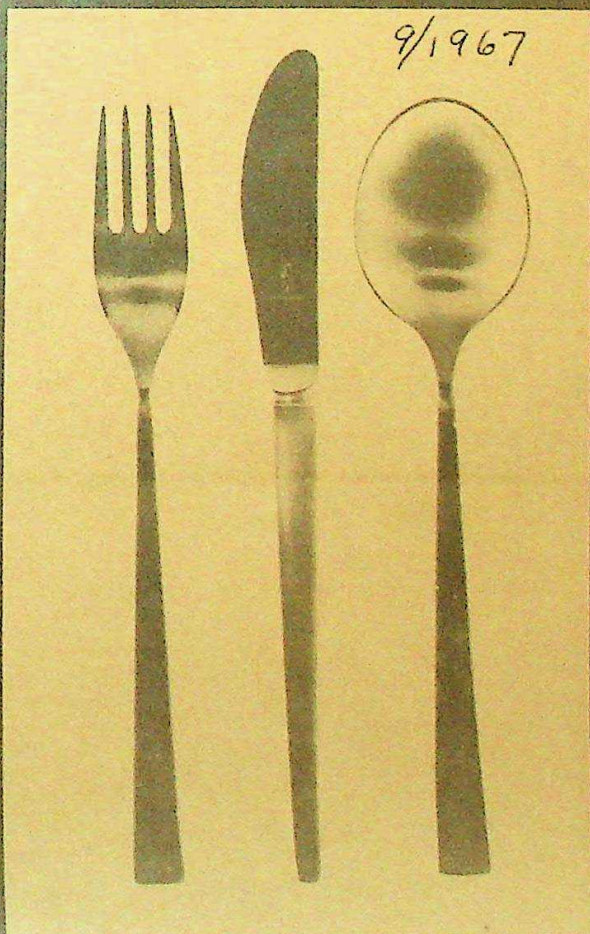
5 Gebrüder Reiner, Krumbach

Besteckmodell „Isabell“ Nr. 2532, mit zartem Dekor, Ausführung versilbert

Mitte: Eine charmante Besucherin der Ausstellung im Ibesta-Forum Köln, „Handwerkliches und künstlerisches Gebrauchsgerät der Naturvölker“ freut sich über einen Doppellöffel aus ihrer Heimat, der Sambesi-Kaffern. Foto: ibi press

4

5



AUS DEM
BESTECK-
ANGEBOT
967

AUS DEM
BESTECK
ANGEBOT
1967

P. 928

1. Pfeil & Wipf, Solingen

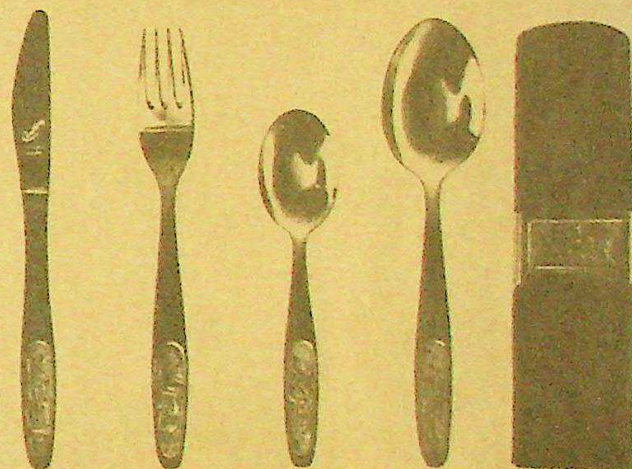
Besteckmodell „Pardékor“, Ausführung hochglanzpoliert, 90 g Silber-
auflage und Edelstahl Microsil

2. Ermling-Besteck Herbeck + Meyer, Solingen-Höhscheid

Kindbesteck, Modell „Märchen-Motive“, 18/8 Chrom-Nickelstahl mit
23-wärtigen Motiv-Vergoldung, geliefert in Geschenkkassette, Modell
international geschützt

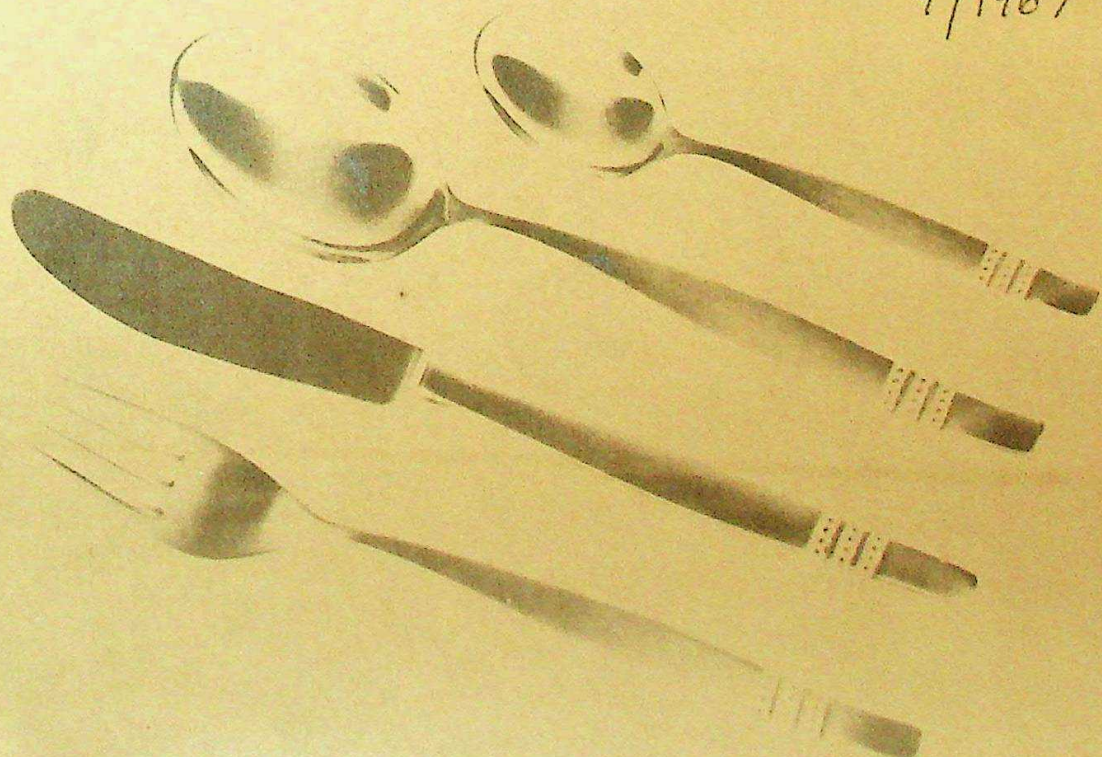
3. Franz Furst, Solingen

Besteckmodell „Preciosa“, Ausführung 90 g Spezial-hartversilbert und
18/8 Chrom-Nickelstahl



2

9/1967





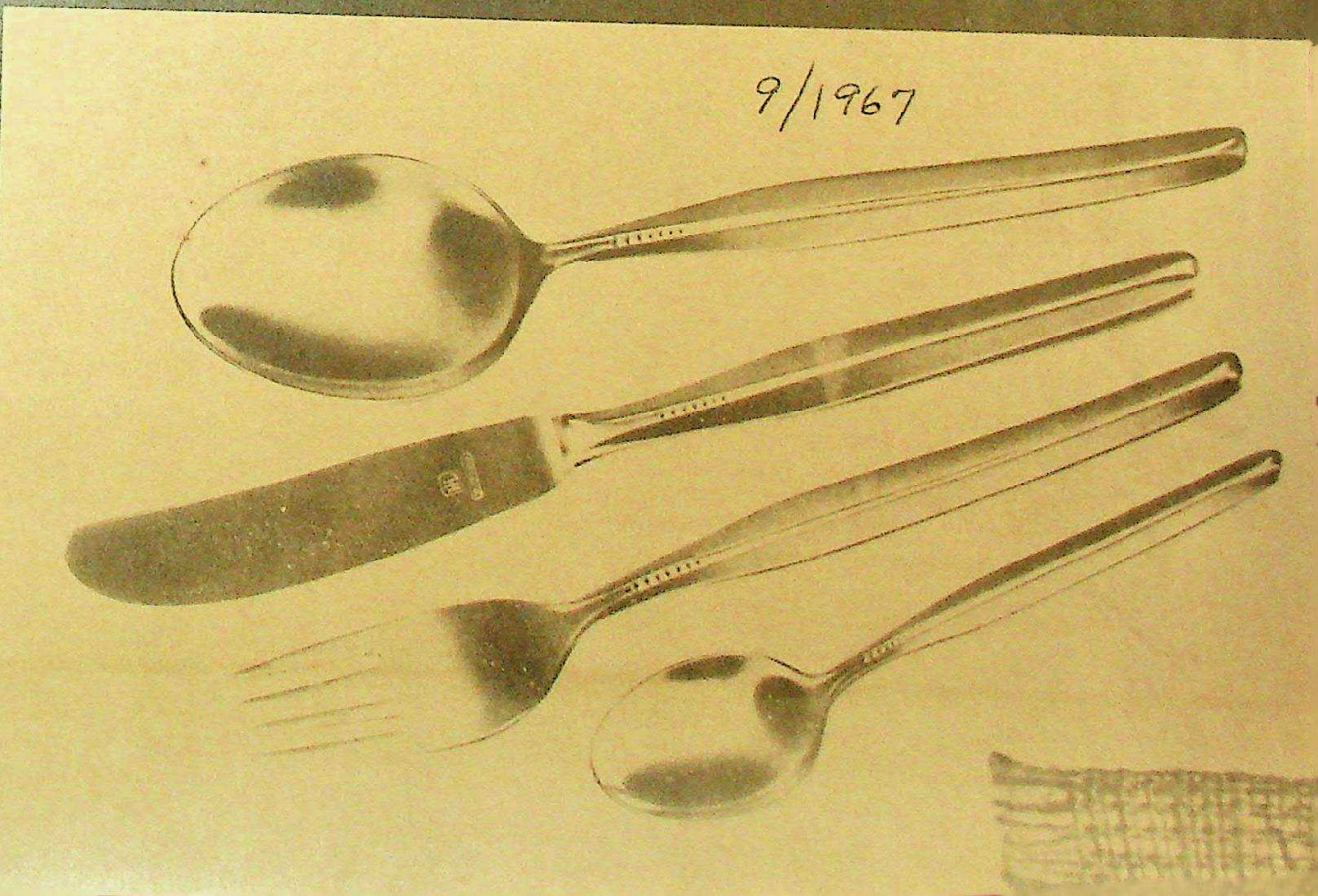
P. 929

4 P. Bruckmann & Söhne, Heilbronn

Neues Besteckmodell „Petitefleur“ Nr. 2771, anmutig, mit originellem Blütendekor, Entwurf Peter Quattländer.
Ausführung 90 g versilbert, Präsentation in Geschenkverpackung

5 Heinrich Haupt, Lüdenscheld

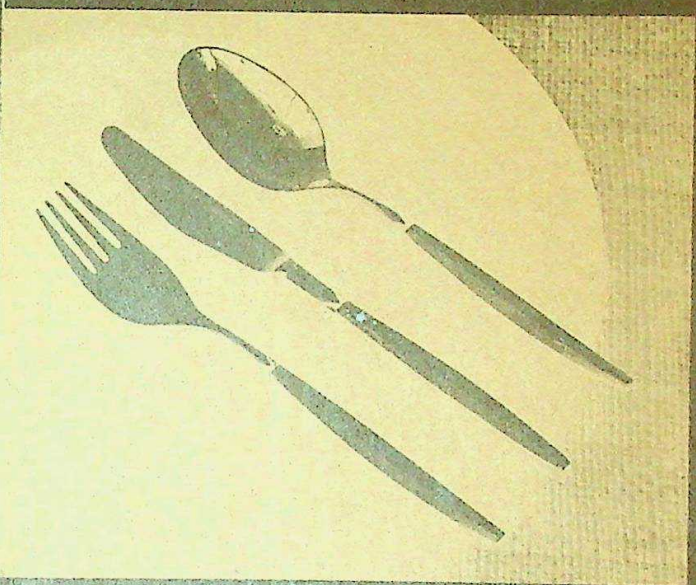
Besteckmodell „Diadem“, Ausführung Alpaka 90 g versilbert und HaroLUX-Chromnickelstahl 18/8 mit Silberglanz



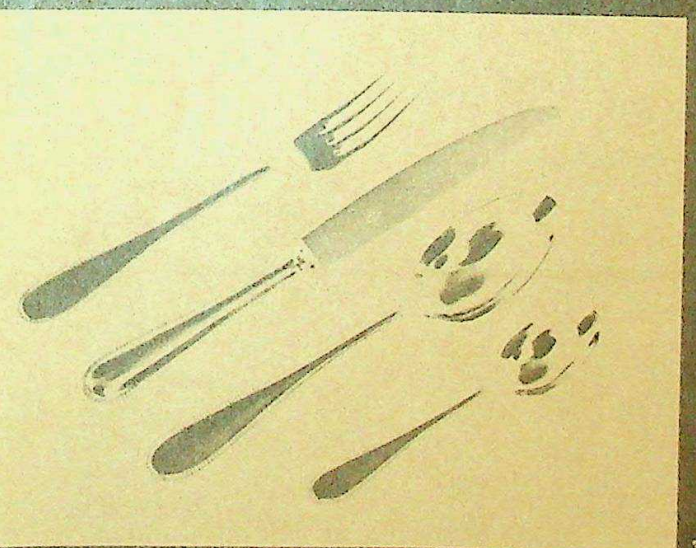
9/1967



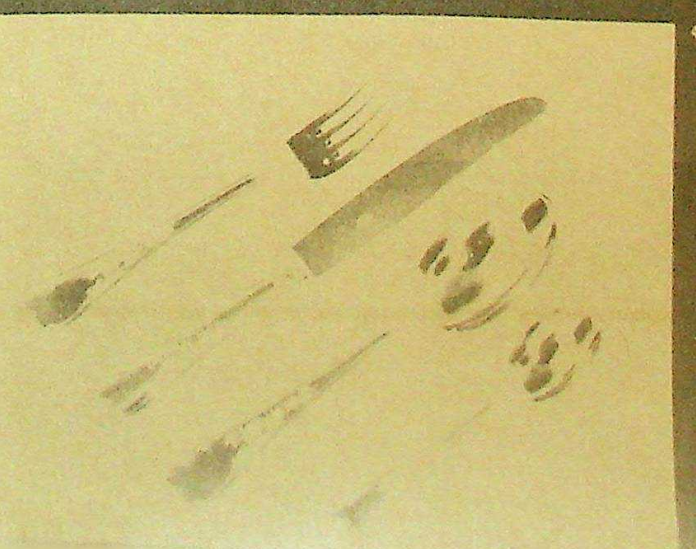
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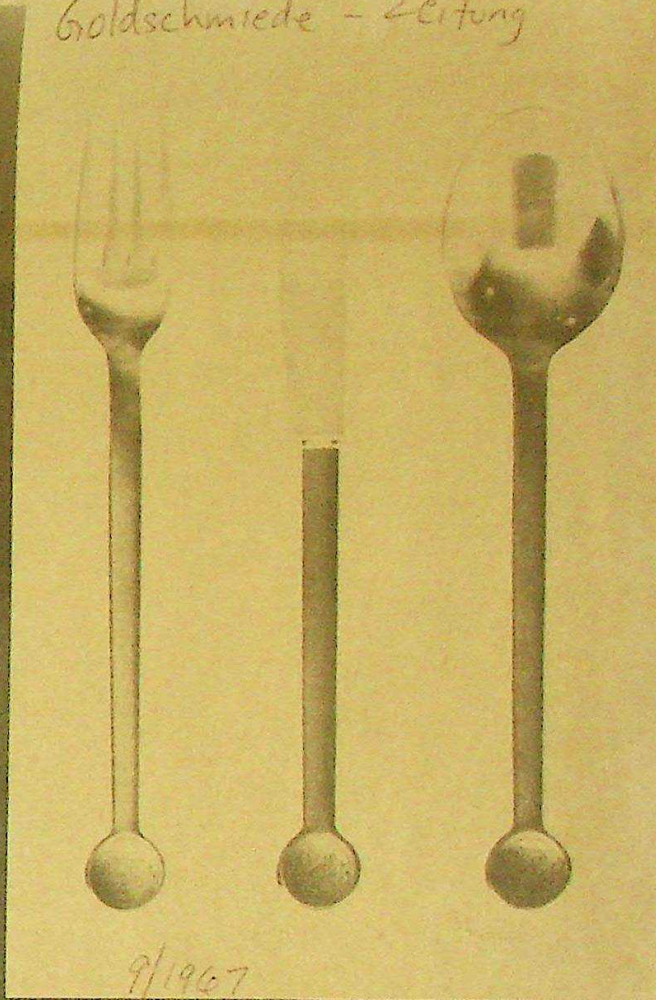
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3



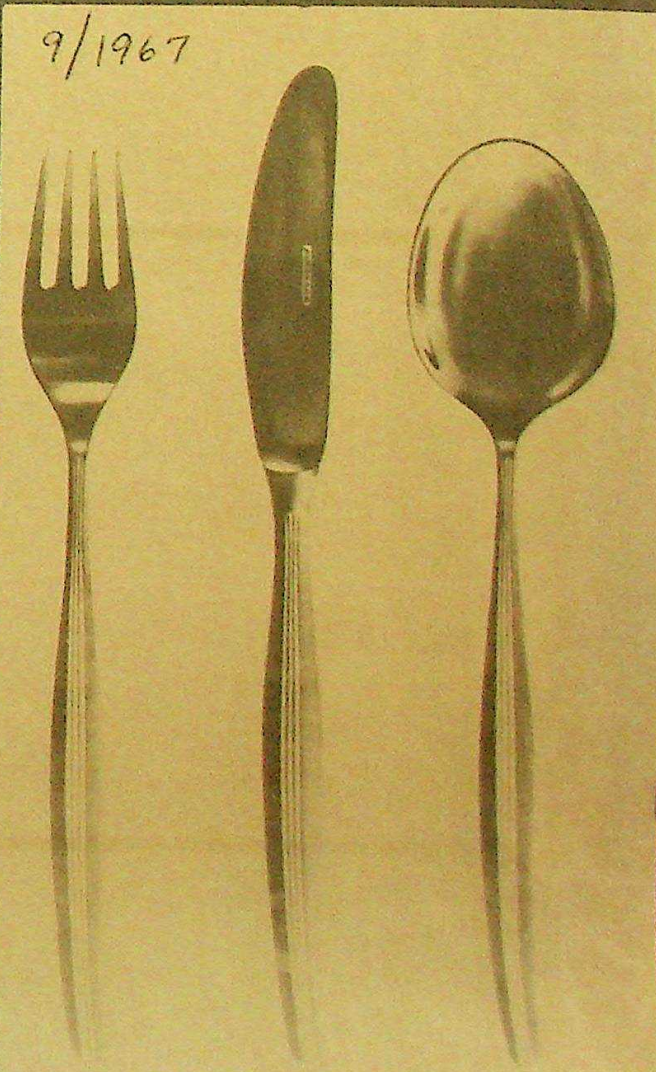
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5

9/1967

p. 930

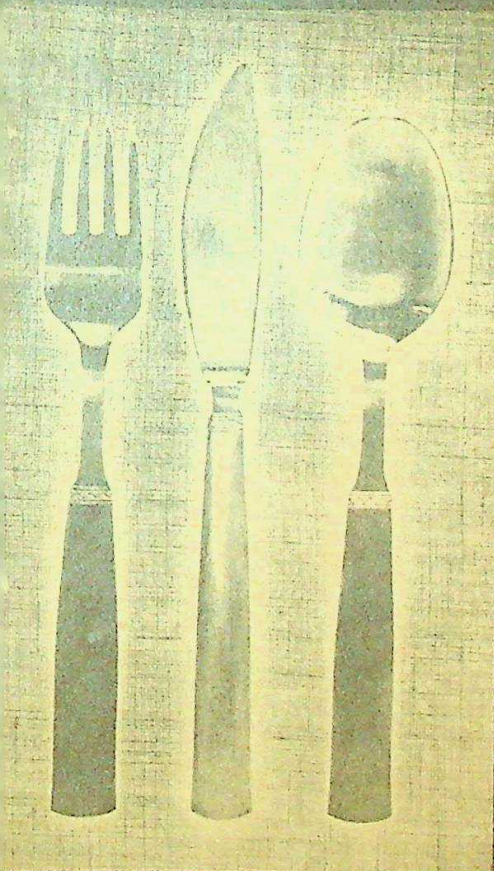


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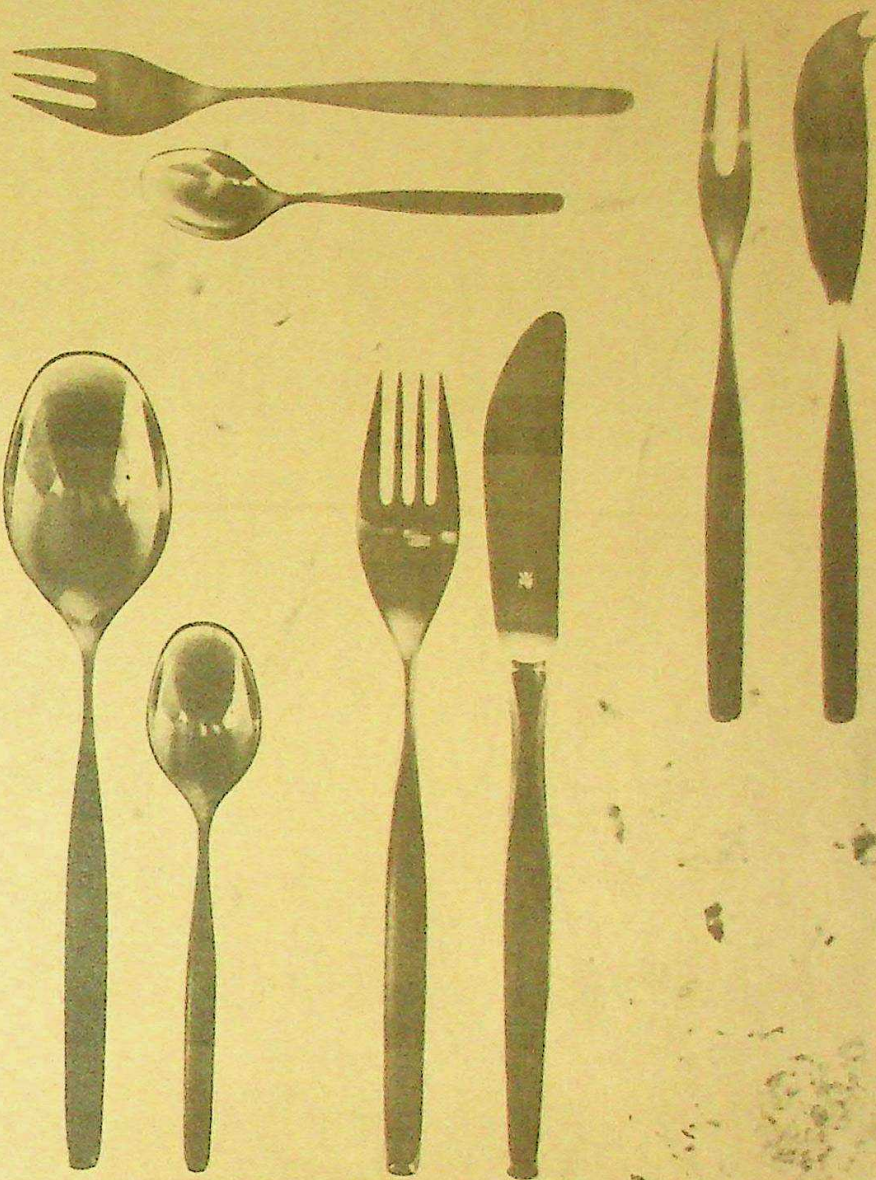
9/1967

AUS DEM BESTECKANGEBOT 1967

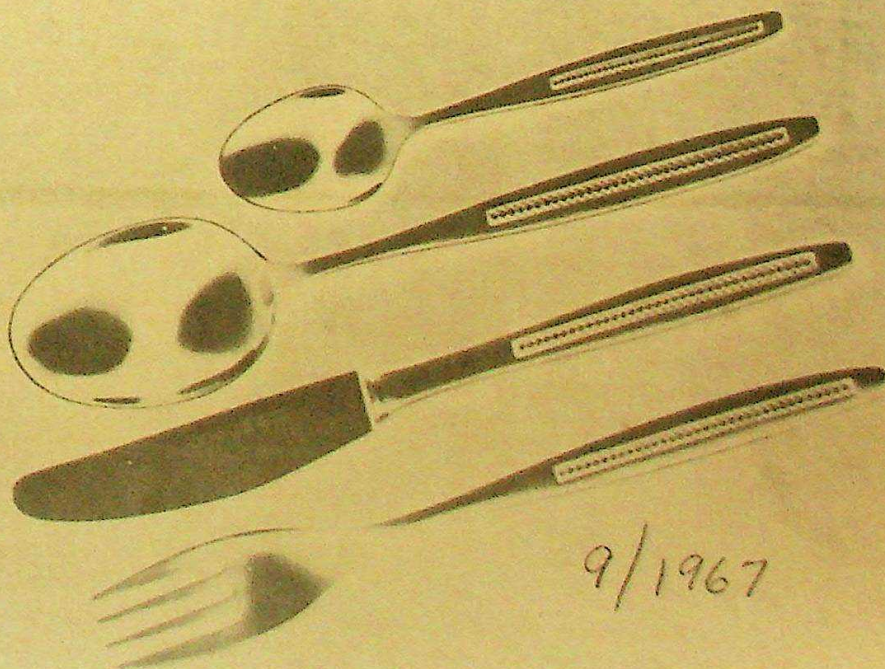
1. **Wilh. Pfeiffer & Co., Solingen**
Besteckmodell „Prima“ 530, hand- und mundgerechte Gestaltung, mit leichtem Dekor
2. **Hermes + Hermes, Solingen**
Besteckmodell Nr. 402, Ausführung in DUCADO 100, Alpaka 100 g versilbert und DUCADO-SIL, 18/8 rostfrei
3. **Wilhelm Wolff, Inh. Ludwig Hummel, Pforzheim**
Besteckmodell 6000 „Classic Pearl“- und Besteckmodell 6000 „Sanssouci“, Ausführung 100 g versilbert und Edelstahl nachglanzpoliert
4. **C. Hugo Pott, Solingen**
Besteckmodell 788, Entwurf Carl Pott. Das Besteck, handgraviert mit dem Signet der EXPO 67, wurde dem General-Kommissar der Deutschen Bundesrepublik für festliche Einladungen anlässlich der Weltausstellung in Montreal geliefert
5. **Auerhahn Besteckfabrik GmbH, Altensteig**
Besteckmodell „Larissa“, Ausführung Silber 800/000, 90 g hartversilbert und Chromnickelstahl 18/8. Das Besteck wird auch in 90 g versilbert mit hartvergoldetem Dekor geliefert



7. **AB Gense, Stockholm**
Besteckmodell „Ranka“, Ausführung versilbert und Edelstahl 18/8
8. **Württembergische Metallwarenfabrik, Geislingen**
Besteckmodell „Barcelona“, Ausführung in Silber 835/000 hochglanzpoliert, Entwurf Sigrid Kupetz
9. **Odiso-Besteckfabrik GmbH, Solingen-Wald**
Besteckmodell „Rothenburg“, Ausführung 100 g hartglanzversilbert, Chromnickelstahl 18/8 ODISIL und Chromnickelstahl mit 23karätiger Hartglanz-Vergoldung



P. 931

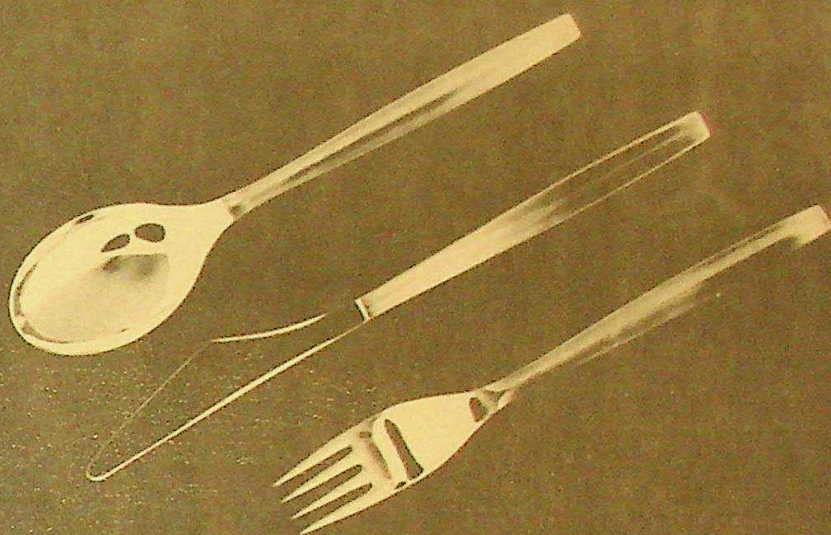


9/1967

XD-54/12

POTTERY GAZETTE AND GLASS TRADE REVIEW
MAY, 1967 p. 505

A new butterdish designed to hold half-a-pound of butter, from Melaware Ltd. The base is white, and the lid comes in a choice of six colours: cherry red, birch green, pastel green, pastel blue, primrose and cedar; to match each of the company's range of plain and patterned teacups. Like other melaware products, the butterdish is claimed to be break-, crack- and chip-resistant, and carries a 12-month guarantee.

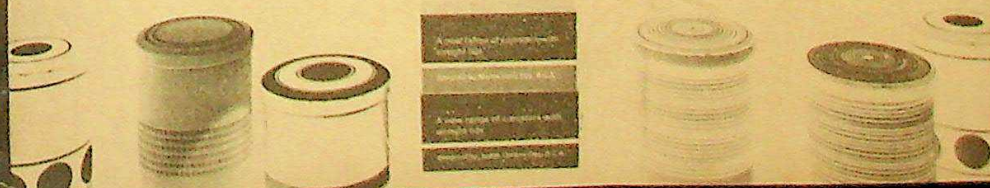
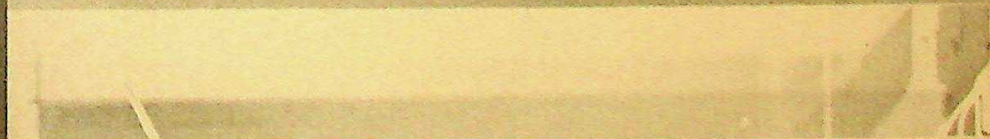


TOPICAL tableware AND GIFTS

"Pine Crest" cutlery, a new design in stainless steel from Purcell Bros Ltd. The pattern has slim, satin finished handles decorated with a raised spine, and mirror finished blades, prongs and bowls. The range is available in either cutlery dispensers, presentation boxes, cases or canteens, including some new leatherette canteens called "Corsica" and "Sardinia," in tangerine, black and white.

New

CHANNEL ISLES RANGE



T. G. Green Ltd introduced the "Channel Islands" range of mugs and canisters at the recent International Gifts Fair. With gay decorations of dots and rings, they are available attractively boxed. Designed by Martin Hunt and Judith Onions.

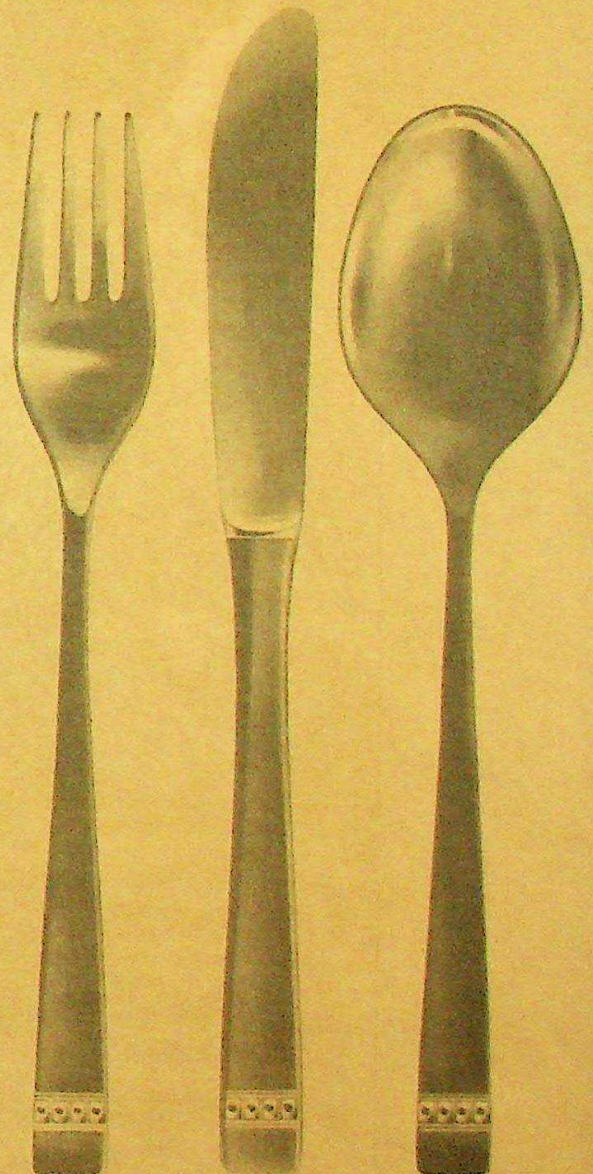
APRIL, 1967

XD-54/12



Modell 152

RHODOS



OKA

BESTECKFABRIK GMBH ALTENSTEIG/WORTT

Zur Messe in Hannover: Messehaus 19, 1-F-13

itionen

Jede so
inter-
essant
und
wertvoll

ere Kollektion, die wir Ihnen an-
en möchten!

n traditionsreiches, bekanntes und in Fachkreisen
Unternehmen der Juwelenfabrikation. Unsere Mo-
bestens eingeführt, umfassen kleine, mittlere und
Preislagen, und unsere Spezialmodelle wurden bis-
ertriffen.

zur Betreuung unseres Kundenkreises und zu dessen
Erweiterung festangestellte, vitale Reisende, die
en zu nutzen verstehen. Drei Bezirke stehen Ihnen

Position

1

ig-Holstein, Hamburg, Bremen
e nördlichen Teile von Nieder-

Position

2

achsen (südlicher Teil), Nord-
und die östlichen Teile von
ein-Westfalen.

Position

3

ch, Schweiz, Frankreich, Benelux
andinavien.

solide Branchenkenntnisse, größte Reiseerfahrung,
und Verhandlungsgeschick, Zielstrebigkeit.

nnen außer einem guten Kundenstamm durch Fest-
le sozialen Sicherheiten. Sie erhalten Fixum, Pro-
enersatz und eine zusätzliche Altersversorgung,
eht Ihnen ein neutraler Reisewagen (190 bzw. 200 D)
g.

3 erfordert Pionierarbeit, die durch die Besonder-
Kollektion aber erleichtert wird. Wir vergeben diese
rke evtl. auch als Zweitvertretung auf Provisions-

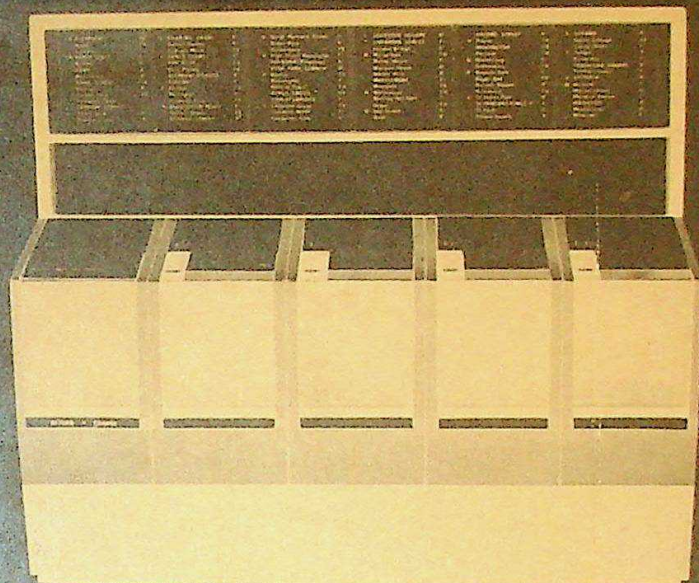
Ihnen strenge Diskretion zu und bitten um Kontakt-
ter Br 6287 an die gZ. Wir antworten sofort!

p. 36

"DESIGN"

Travellers' friend

Following study of the ticket machines in London's Underground stations, P. S. Hepworth, research fellow in the faculty of industrial design at Leicester College of Art and Design, designed the mock up of a ticket vending unit, *left*. The novel features include an index at eye level on which stations are listed alphabetically along with the price: travellers can thus see at a glance the cost of the fare to their particular destination. As a further convenience for passengers, until the introduction of decimal coinage, Mr Hepworth suggests the introduction of fares based on 6d increments.



College silver

A wine trolley illustrated here was designed by Andrew Bray and was commissioned by Lord Annan, formerly provost of King's College Cambridge, as a farewell gift to his old college. It is intended for regular use at dinners by members of the college, in the fellows' wine room. It carries a

selection of wines and is pulled around the dining table by each diner. Mr Bray designed the trolley, basically, as a simple articulated platform, which gives it an ability to turn in a given table area and allows clear access to the decanters. The large handle enables it to be manoeuvred easily. The curvilinear form of the trolley follows the characteristic shape of the existing glass decanters, which were designed by Professor Robert Goodden.

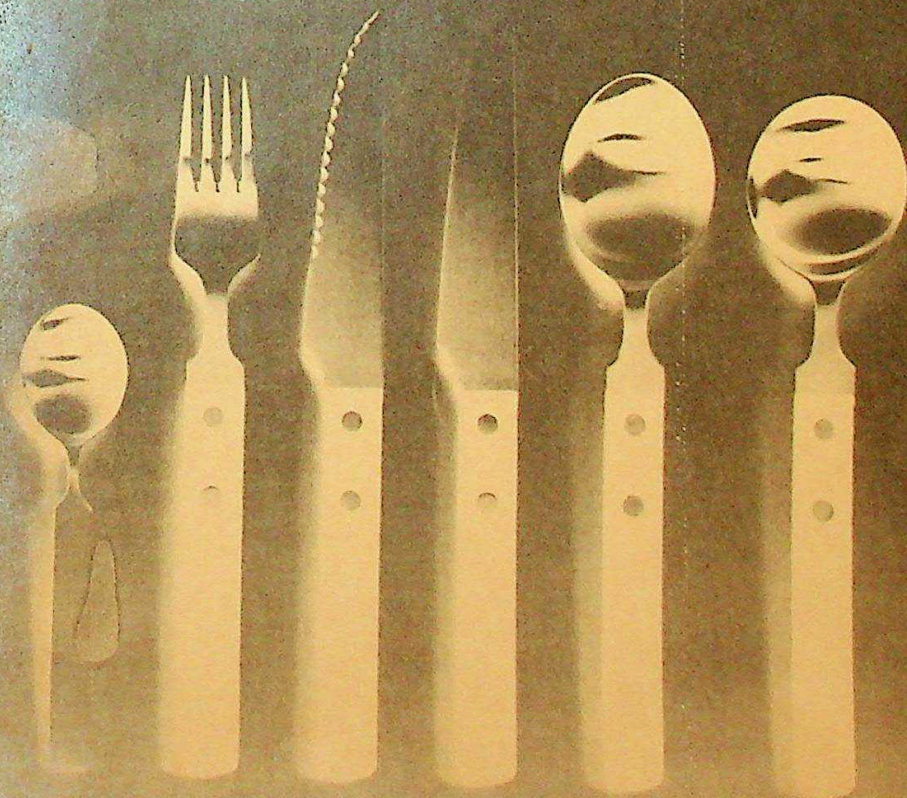


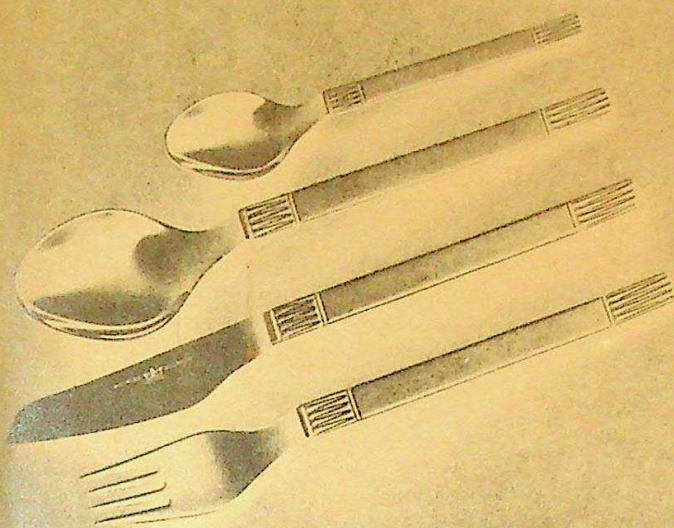
For informal entertaining

An attractively rustic range of cutlery, called *Bistro* and made by Old Hall Tableware Ltd, has recently been accepted for Design Index. The range comprises the six items shown here and is designed for what might be described as informal eating - barbecue parties and tv suppers rather than grand dinners (though there is no reason why they could not be used on formal occasions also).

The rosewood handles are comfortable to hold and practical in use since the wood is impregnated with a special protective plastics lacquer finish. The method used to join knife blades, etc., to the handles - a concealed tang held by rivets - adds to the elegance of the design.

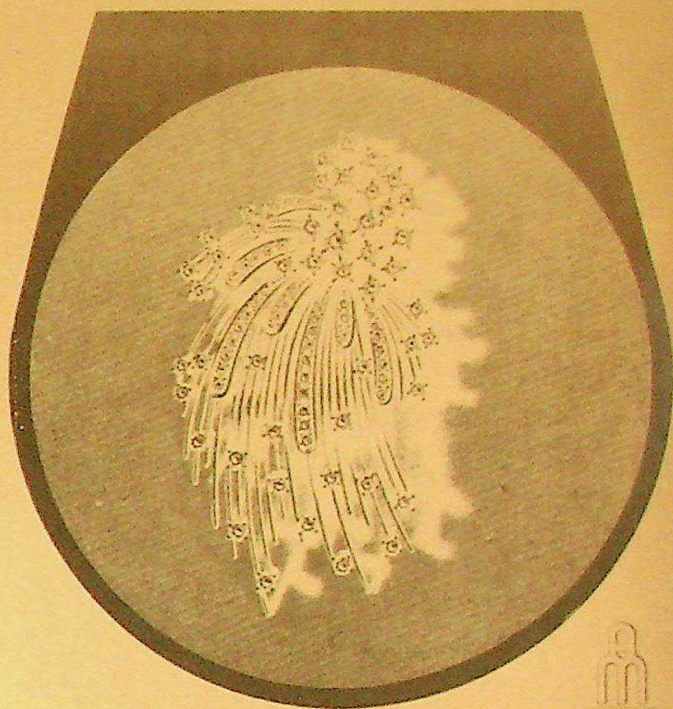
The prices are reasonable: a two person set (two steak knives, two forks and two desert spoons) sells at about £2 8s. Items from the range sold in boxes of six start at about £1 6s per box. Individual pieces are also sold separately. *Bistro* was designed by Robert Welch.





Wir stellen Ihnen unser neues Besteck 530 „PRISMA“ vor. Besonders angenehm werden Sie die hand- und mundgerechte Gestaltung beim Essen empfinden. Das leichte Dekor fügt sich harmonisch ein und schmückt Ihre Tafel mit Glanz und Wärme.

WILH. PFEIFFER & CO.
SOLINGEN



ADOLF MEYER

FABRIK FEINER GOLDWAREN 7530 PFORZHEIM
SCHWARZWALDSTRASSE 35
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Ultraschall-Reinigung Galvanische Anlagen

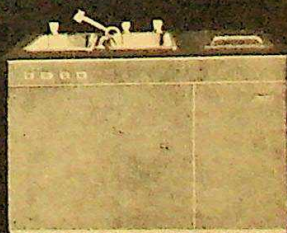
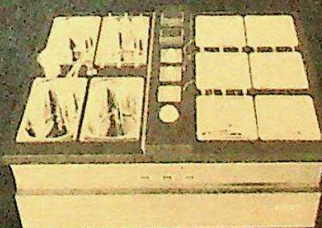
Galvanische Anlagen

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XD-54/12

Gift & Tableware Reporter

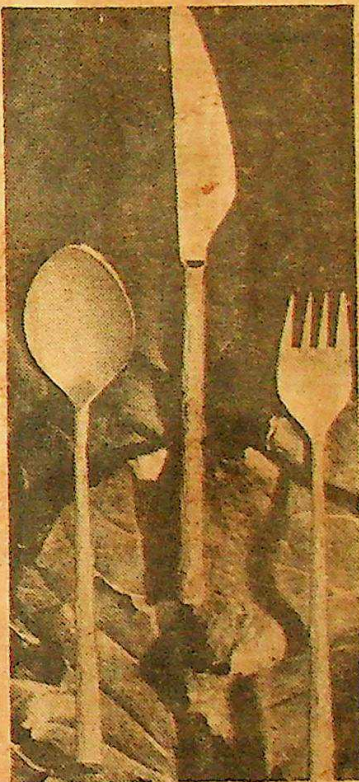
November 21, 1966

page 9

9 Japanese flatware:
united front now

Nov. 21, 1966 • PAGE

Gift & Tableware Reporter



TSUBAME is new brand name for Japanese export stainless flatware. Recent first-time exhibit in U.S. included this unusual tree bark design.

(bottom left)

X3-54/12

10/1966

Goldschmiede-Zeitung
European Jeweler

p. 1106

Skandinavien-Fachstudienreise der Edelmetallindustrie

Auszug aus dem Reisebericht

Der Edelmetallindustrieverband e.V. Schwäbisch Gmünd und die Arbeitsgemeinschaft Silberwaren, Bundesfachverband für Silber, haben gemeinsam zu ihrer dritten Fachstudienreise eingeladen. Dänemark und Norwegen waren das Besuchsziel. Nach einem herrlichen Flug landeten wir am 19. Juni auf dem Flugplatz in Kopenhagen. Von hier fuhren wir sofort zu Acton Bjørn, dem bekannten dänischen Industriesigner aus der Bürogemeinschaft Graf Bernadotte und Bjørn. Der Künstler und seine Gattin waren aufmerksame Gastgeber und gaben uns einen interessanten Einblick in das vielfältige Schaffen auf den verschiedensten Sektoren.

Am Montag besuchten wir den dänischen Verband „Danmarks Guldmedeforening“. Der Arbeitsgemeinschaft der dänischen Hersteller für Gold-, Silberwaren und versilberte Waren gehören 950 Einzelhandels-, 15 Grossisten und 150 Fabrikanten und Hersteller an. Sehr interessant war für uns die Finanzierung dieses Verbandes, der einen Etat von 1,5 Millionen Kronen hat. Es führt der Beitrag in Höhe von 1 1/2 % des Produktionswertes erhoben. Der Fabrikant berechnet dem Groß- und Einzelhandel 3/4 % und führt die vollen 1 1/2 % an den Verband ab. Beeindruckt waren wir auch von den jährlichen Werbeaktionen mit dem Anzeigenslogan: „Gaver – ga til guldsmed“, zu deutsch:

„Wenn Du schenken willst, geh' zum Goldschmied.“

Interessant war für uns weiterhin, daß keine Spannung zwischen den Einzelgeschäften und Warenhäusern besteht, denn in der Arbeitsgemeinschaft sind auch alle Warenhäuser Mitglieder, die eine Juwelabteilung haben. Die Preise sind im Warenhaus wie beim Einzelhandel die gleichen.

Am Abend fuhren wir in die Werkstätte der Firma Georg Jensen. Dort Høstrup Pedersen begrüßte uns und führte uns durch die Werkstatt in der Ragnagade, wie auch durch das neu errichtete etwas außerhalb Kopenhagens liegende Werk.

In der Werkstätte sahen wir, wie eine Reihe der bekannten Jensen-Muster überwiegend in Handarbeit hergestellt wurden. In der alten Fabrik der Firma Jensen, in der Gladsaxe, werden vorwiegend Bestecke in Silber, versilbert und in Edelstahl gefertigt.

Einen herzlichen Empfang bereitete uns Herr Preben Salomonson und seine Gattin in Holmens Kanal. Die Firma Preben Salomonson hat sich auf die Reproduktion von Stilmustern spezialisiert.

Am folgenden Tag besuchten wir die Firma A. Michelsen, ein berühmter Hofjuwelier. Herr Michelsen, der gleichzeitig 1. Vorsitzender des Verbandes „Danmarks Guldmedeforening“ ist, zeigte uns ein exklusiv eingerichtetes Geschäft. Er hat als einziger Juwelier in Dänemark das sogenannte Ordensprivileg und fertigt sämtliche Schmuckstücke für den Königshof. Eine besondere Spezialität sind die eleganten Weihnachtslöffel, die seit 1910 jährlich von bekannten Designern entworfen werden.

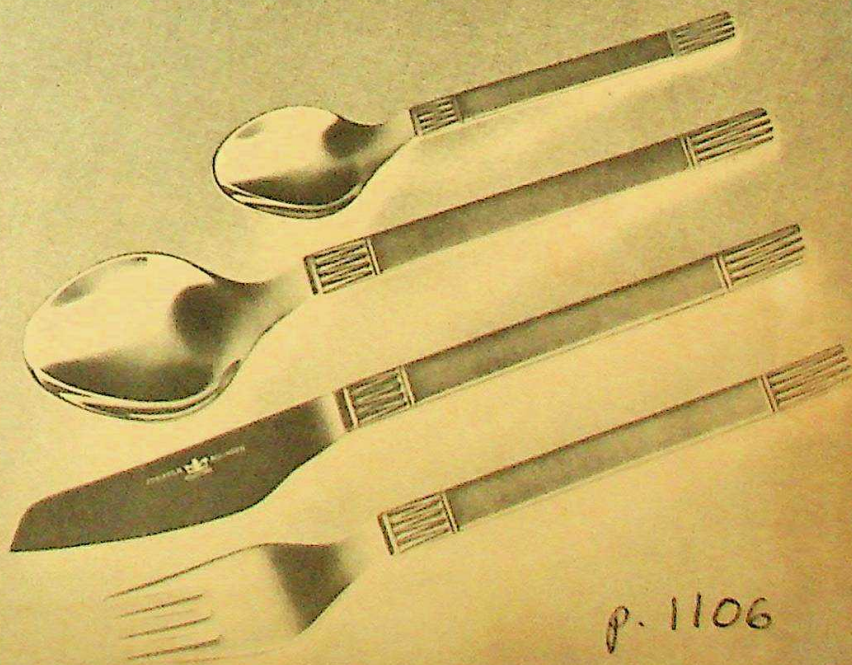
Mitten im Zentrum der Stadt Kopenhagen liegt „Den Permanente“, eine Ausstellung des dänischen Kunstgewerbes. Sie wurde 1901 zum Zweck gegründet, die besten Erzeugnisse der Mitglieder auszustellen und zu verkaufen. Als Mitglied wird jeder dänische Hersteller, ob groß oder klein, dann aufgenommen, wenn seine Erzeugnisse von einem in der jährlichen Hauptversammlung gewählten Ausschuss von 5 Mitgliedern anerkannt werden.

In Fredericia wurden wir von der Firma M. Cøhr erwartet. Herr Cøhr sen. führte uns zunächst in das von ihm, seinem Vater und Großvater eingerichtete Museum, in dem u. a. alte Silberschmelzöfen, Arbeitsplätze und Werkzeuge ausgestellt waren. Die Firma M. Cøhr stellt silberne und versilberte Korpusware sowie silberne, versilberte und Edelstahl-Bestecke her. Allgemein fielen uns beim Durchgang die vielen modernen Pressen, Maschinen, Löt- und Polierautomaten auf. Als Besonderheit stellt Cøhr Geburtslöffel her, auf die mit Zifferblatt und 2 Rubriken versehen sind, in die die Uhrzeit der Geburt sowie die Größe und das Gewicht des neugeborenen eingraviert werden.

Der erste Besuch in Oslo galt der Firma David Andersen, wo uns Herr Andersen persönlich begrüßte und durch die gesamten Fabrikräume führte. Es gibt wohl kaum eine Firma in unserer Branche,

Witth. Pfeiffer & Co., Solingen

Neues Besteckmodell „Prisma“ 530,
Ausführung in Mangasil, später auch
in 90 g versilbert und hartvergoldet



p. 1106

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Look at the pattern. Look at the quality.
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Better still, why not look at the complete
Atlanta range. (Satellite is just one of six
brilliant new designs.) See them soon.

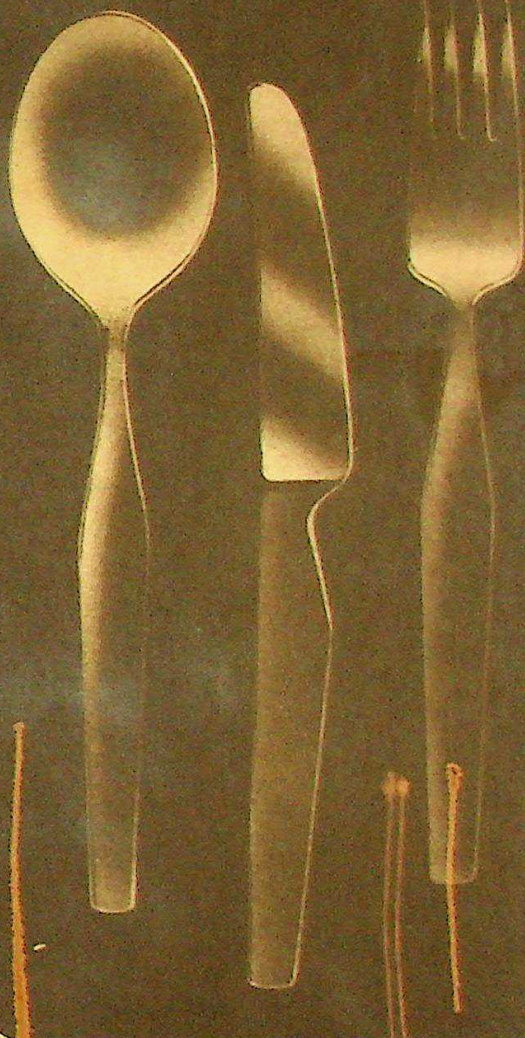
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National Jeweler Aug, 1966
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XD-54/12
 D-7

Page 7



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p. 7

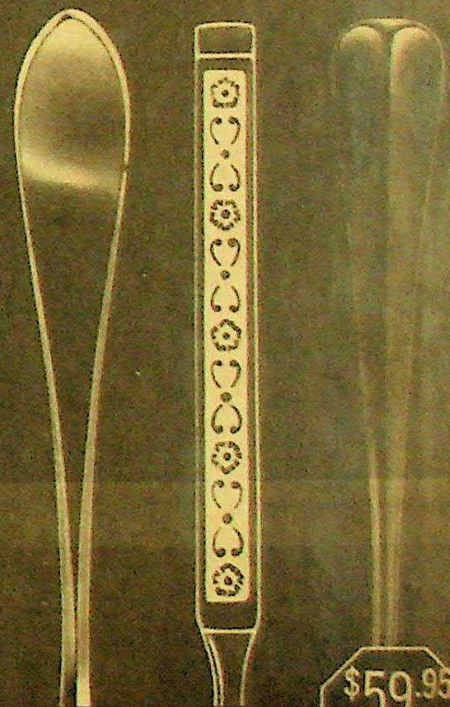
AUG. 1966



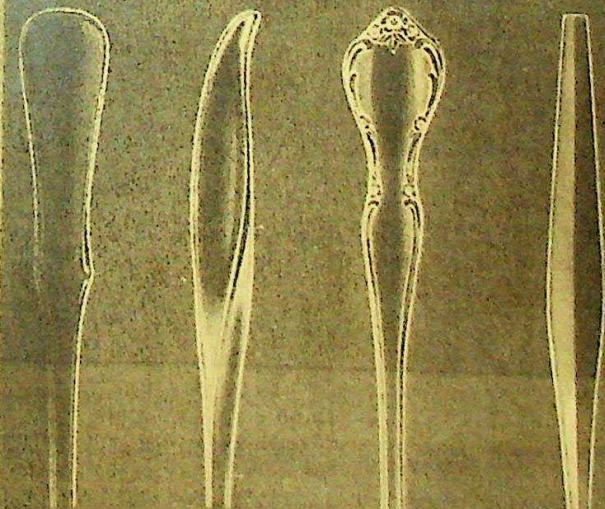
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p. 7

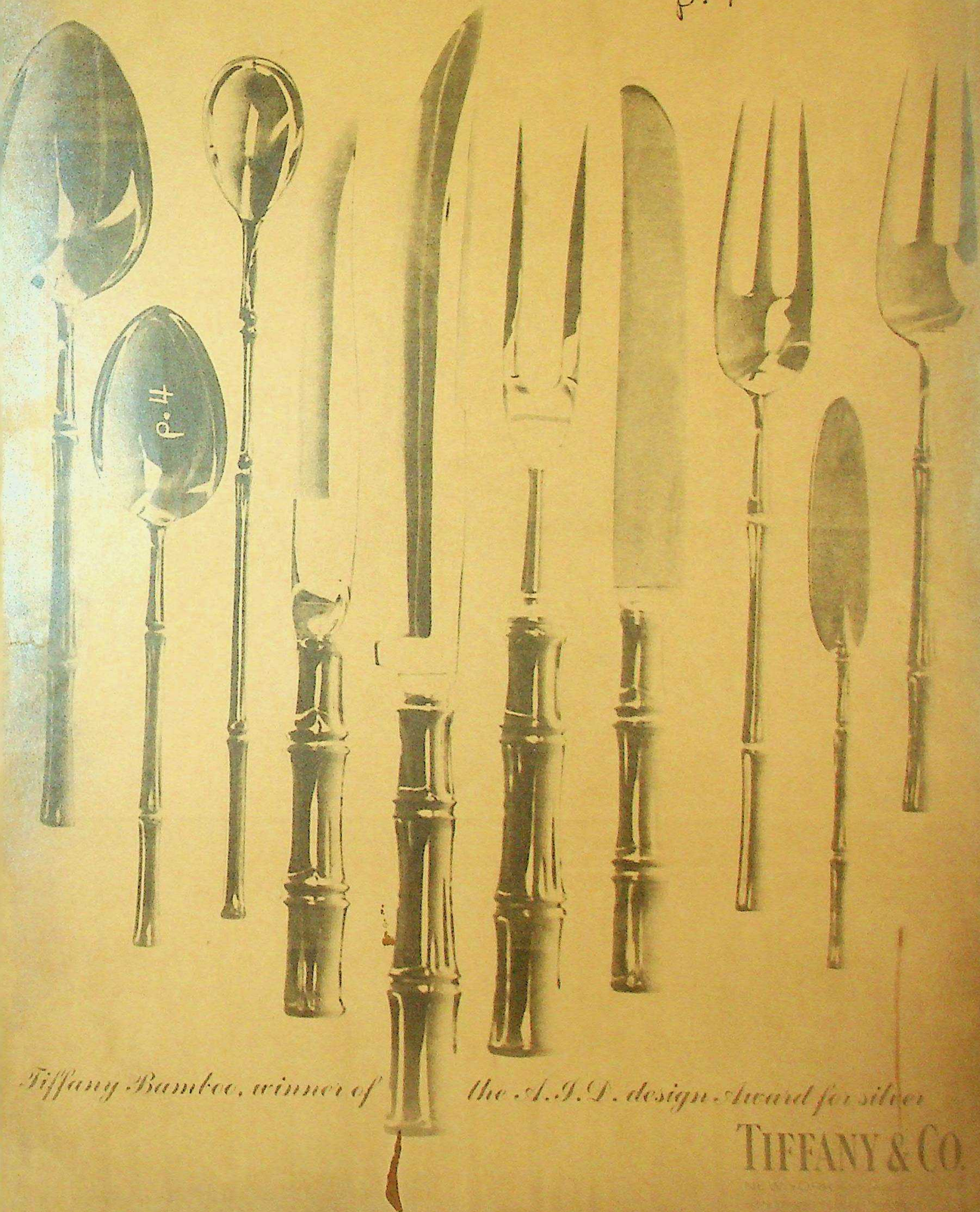
D 7/FLATWARE
BOX

~~XD-54/12~~

VOGUE

JUNE, 1966

p. 4



Tiffany Bamboo, winner of the A.I.D. design award for silver

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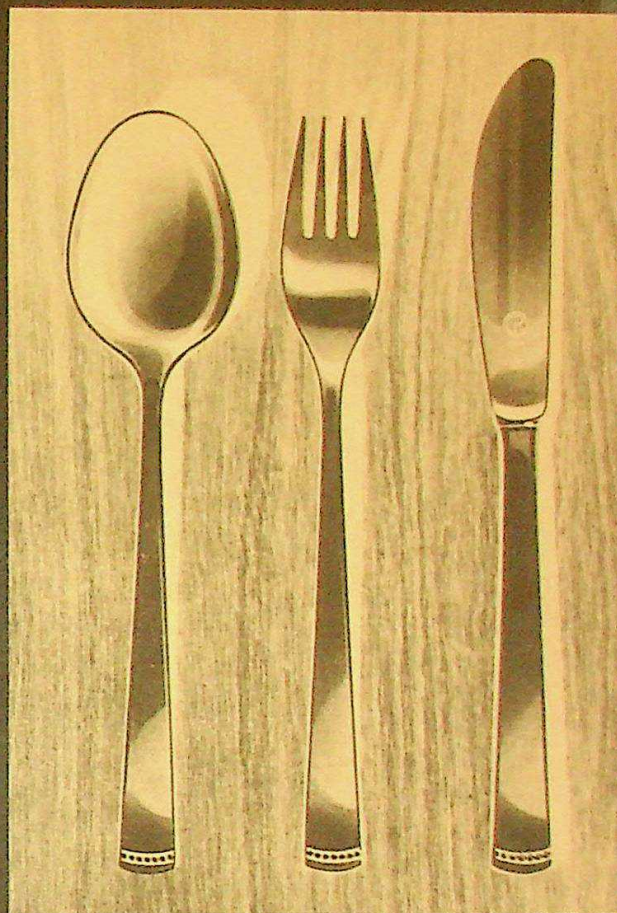
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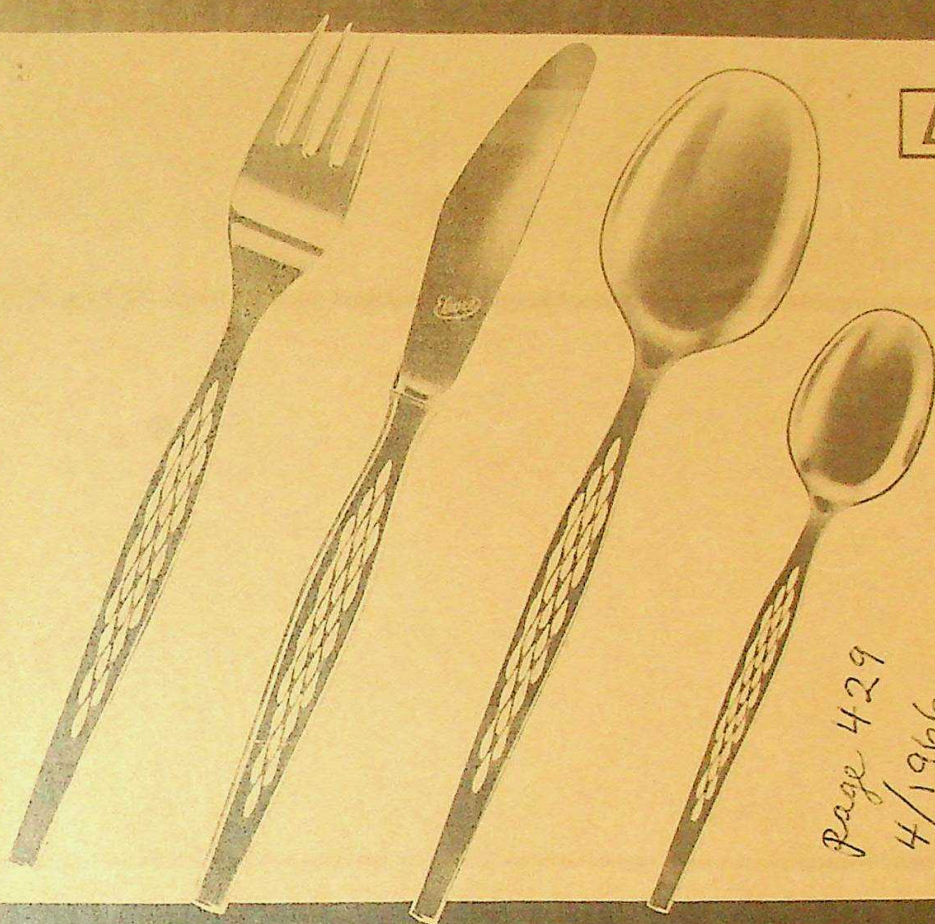
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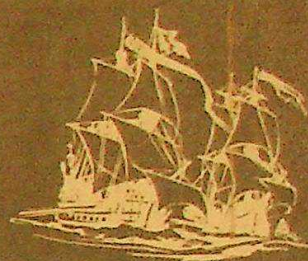
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XD-54/12

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Deutsche Goldschmiede-Zeitung



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Die wohlgestaltete Form macht dieses Besteck zum handlichen Gebrauchsgerät. Das reizende Ornament verleiht dem Tafelgerät die Note schimmernder Eleganz. Ein Schmuckstück für den sorgsam gedeckten Tisch.

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Page 429
4/1966

p. 429

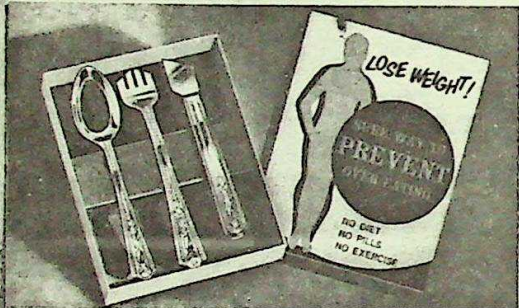
4/1966

Anzeigenschluß
MAI-AUSGABE
(Rückblick Hannover-Messe)
20. 4. 1966



LOVELY HAIRDOS IN MINUTES...with this marvelous new Electric Curler! You'll never again sleep on bulky curlers or spend hours under a dryer! Extra-large rollers (3 interchangeable sizes) are perfect for soft new-season styles. Wonderful for last-minute emergencies, for touch-ups, between salon visits, or for travel. Ideal for children's hair... safe even for bleached or dyed hair. It's easy to use. Comes with full instructions and styling tips.

☐ **5884—Electric Curler Set** \$3.77



GAG FLATWARE FOR DIETERS makes any meal a crash diet for the calorie counter who wants fast results! Guaranteed to prevent over-eating! Short fork, sawed-off knife and leaky spoon of "luxury styled" plated metal help a deprived friend take starvation diets with a grain of salt. Switch mealtime utensils secretly and wait for the hilarious reaction! Set comes in an impressive presentation box.

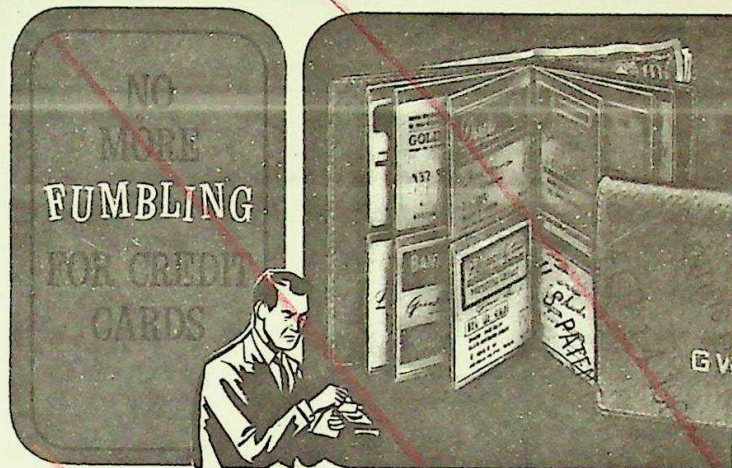
☐ **7765—Dieter's Table Set** \$1

SUNSET HOUSE BEVERLY HILLS, CALIF. 90213



GLAMOROUS GOLDEN HOUSE BOOTS—a dramatic new look for indoor lounging! Calf-high quilts sheath your ankles elegantly against drafts and winter chill... add a dashing accent to capris and leisure wear. Perfect for after-ski warm-ups! Cozy flannel lining, glove-soft leather soles. Golden satin, 11" high. Order Small (size 4-5½), Medium (size 6-7½), or Large (size 8-9½).

☐ **Lounge-A-Boots** \$2.98
7662—Small 7663—Medium 7664—Large



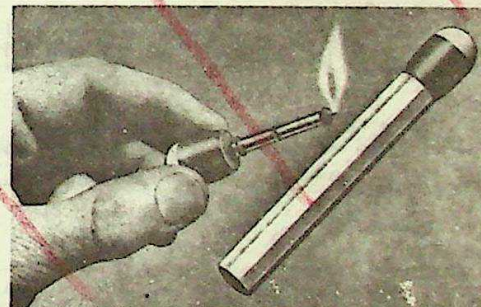
KEEP 24 CREDIT CARDS VISIBLE! Turn instantly to the proper identification when you carry this elegant pigskin folder. Comes complete with a handsome 3 initial monogram. Credit Wallet displays 2 dozen different cards and photos in transparent window envelopes

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☐ **C-6874—Credit Wallet** \$2.98

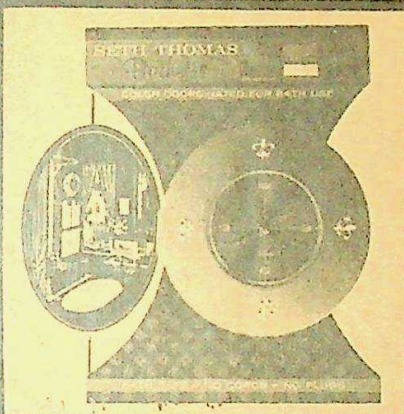
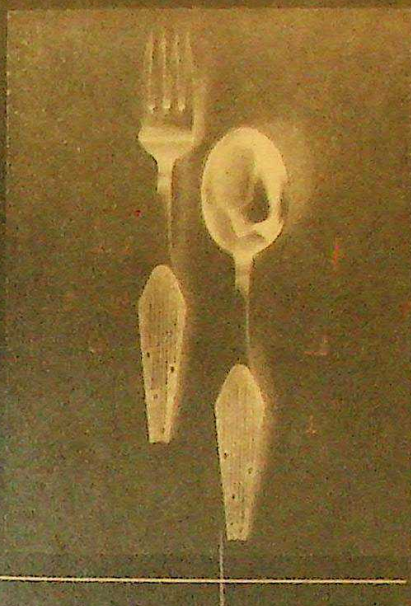
YOU ALWAYS HAVE A MATCH when you carry this novel match-head Lighter. It never fails! To strike a light, simply pull out the red-and-white topped metal matchstick and rub it against the flint edge of the lighter case. A real conversation starter! Petite, pencil-slim design is only 2½" high... requires less room than a matchbook. Slip it in your pocket or purse. Great for cigarette, cigar or pipe-lighting. Lasts for years!

☐ **7303—Everlight Match** \$1



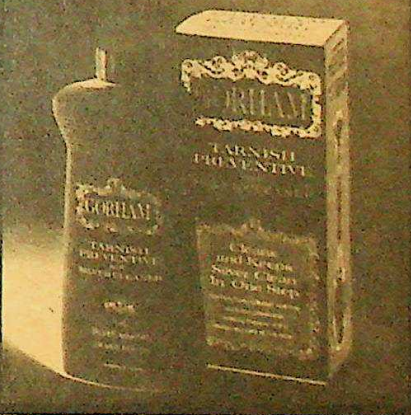
D7/642
SUNSET HOUSE
© 1966
P.6
(F-13 Box)

1965 Christmas sterling vermeil desert spoon and fork (6½"). New design each year. \$17.50 each. Royal Worcester Porcelain Co., Inc., 11 E. 26th St., New York.



Bathette wall clock with cordless battery-operated transistorized movement. In pink, white, gold, green, and blue; 9" x 12" at \$11.95. General Time Corp., Thomaston, Conn.

A one-step tarnish preventive and silver cleaner, easy to use and non-toxic. Kind to hands. \$2.49 per 12 oz. bottle. Gorham Co., Providence, R.I.



A round-face 17-jewel, self-winding men's watch in stainless steel case, Diashock system and date change feature. \$49.50 (3N41). Seiko Time Corp., 9 Rockefeller Pl., New York.

there is a 15 minute reverse counting yacht timer. For industrial timing, a watch is offered, calibrated in hundredths of a minute, that can be set to zero and restarted in a single motion. Leonidas is made by Heuer Time Corp., 441 Lexington Ave., New York 10017.

Working in *Porcelaine Noire*, a fine high-fired china developed by Rosenthal, Bjorn Wiinblad of Denmark has decorated vases, bowls, ash trays, and other accessories with relief designs of fantasy birds, flowers, and nymphs. *Porcelaine Noire* was first used by Tapio Wirkkala of Finland for the 1963 AID prizewinning china, "Variation", where it was combined with pure white china for an unusual table setting. Since then, other Rosenthal artists have created designs for the new black china. Wiinblad's *Porcelaine Noire* items range from \$10 to \$125. Write Rosenthal China Corp., 21 E. 26th St., New York 10010.

New "Centura Gold Band" from Corning Glass Works features a stripe of burnished gold about ⅛" wide and ⅛" in from the edges of the flat pieces. Down the inside edges of the cups and bowls and outside edges of sugars and creamers. Corning intends "Gold Band" for everyday use as well as special occasions. If any piece breaks, chips, cracks, crazes or loses its decoration in normal three-year household use, replacement is guaranteed. Contact Corning Glass Works, Corning, N.Y.

A new diamond weight estimator for round brilliant and single cuts is now available free from the Gemological Institute of America. By simply matching the girdle outline printed on the transparent plastic with the diamond's girdle, the user can estimate carat weight and mm width directly. Girdle outlines for the brilliant cuts range from .03 carat to 8.00 carat; single cut outlines from 1/150 carat to 1/25 carat. As a service to jewelers, the diamond weight estimator will be sent together with GIA's latest catalogue describing the home study courses in diamonds, colored stones, gem identification and jewelry design offered by the Institute. For your diamond weight estimator write GIA, 11940 San Vicente Blvd., Los Angeles, Calif. 90049.

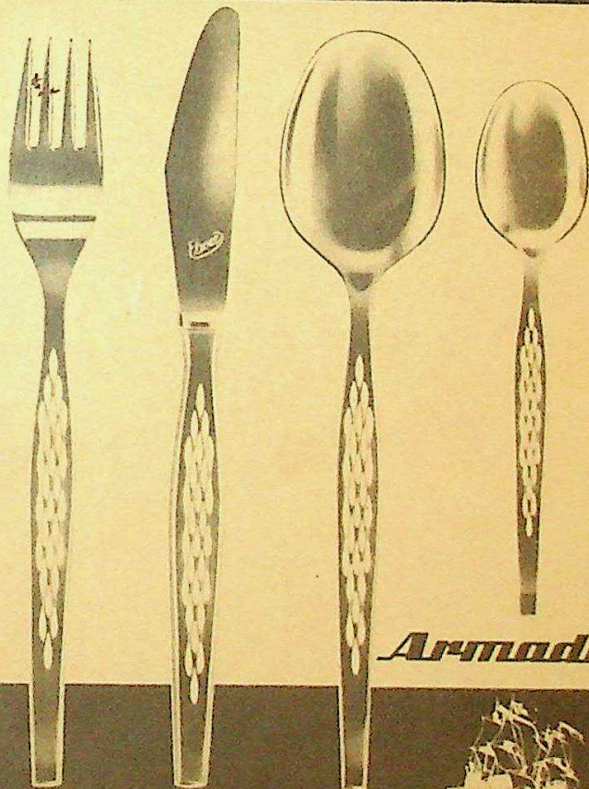
Many items on these pages are enlarged to show detail.

XD-54/12



Gerhardt PFORZHEIM
SCHMUCKWARENFABRIK · BÜCHENBRONNER STRASSE 34

M



Armada



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Die wohlgestaltete Form macht dieses Besteck zum handlichen Gebrauchsgerät. Das reizende Ornament verleiht dem Tafelgerät die Note schimmernder Eleganz. Ein Schmuckstück für den sorgsam gedeckten Tisch.

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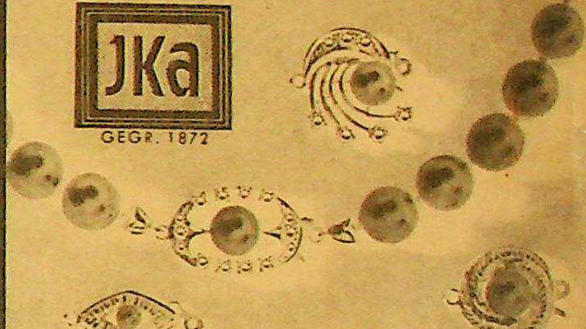
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Smaragde Rubine Saphire



GEGR. 1872



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Silberfiligran - Myrtenkränze - echter Goldschmuck

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Gold- und Silberwaren-Großhandel

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BISSENDORF HANN.

Smaragde

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Lapis Lazuli · Türkise

Farbsteine jeder Art

Einschleifen nach Schablonen u. Steingravierungen



DG-Z

p. 1126

10/1965

D7-642
D54-12-B

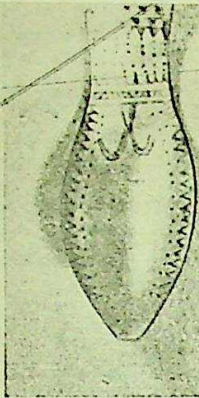
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12-2

p. 873

Neuerwerbungen
der Bestecksammlung
Bodo Glaub

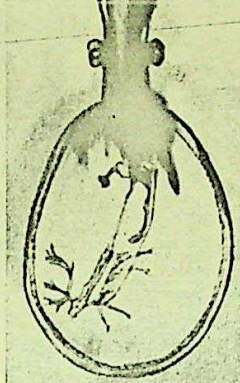
9/1965



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2

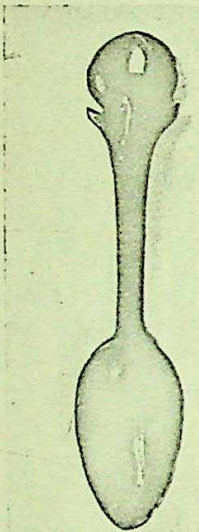


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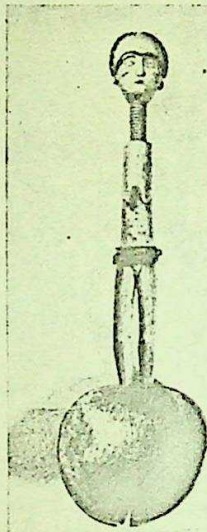


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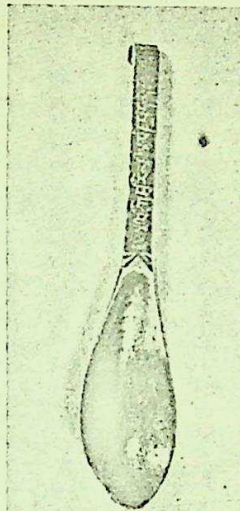
- 1 Perlmutterlöffel aus dem Kongo (Afrika)
- 2 Kalkspatel, Admiralitätsinseln
- 3 Löffel aus Rentierhorn, Lappland
- 4 Verziertes Klappbesteck aus durchsichtigem Horn, 19. Jh.



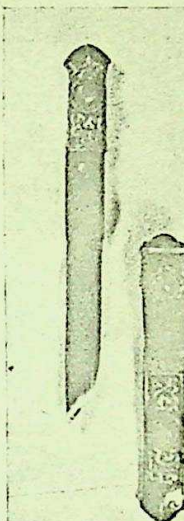
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6



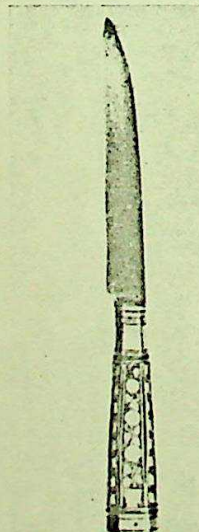
7



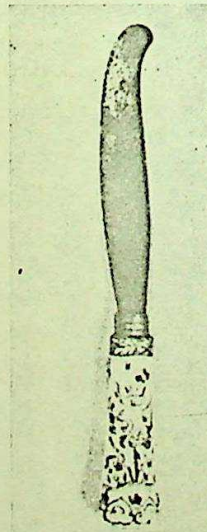
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DG.-Z

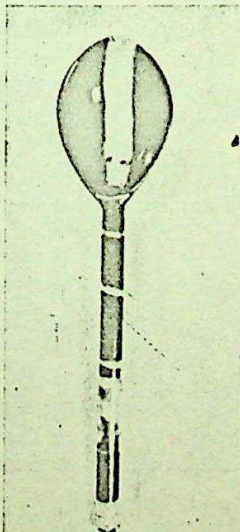
- 5 Holzlöffel, Gouro (Afrika)
- 6 Hölzerner Löffel, Ashanti (Afrika)
- 7 Indischer Löffel mit Tibet-Inschrift
- 8 Tibetisches Messer mit Scheide



9



10



11

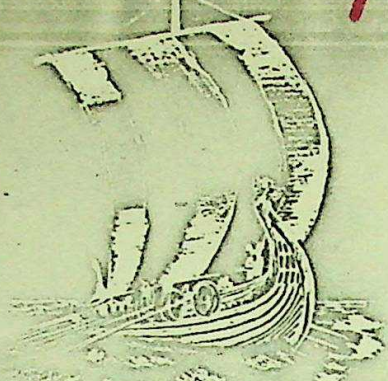


12

- 9 Gerades Messer mit silberbeschlagenem Holzgriff, 18. Jh.
- 10 Messer mit Türkensäbelklinge und Delfter Porzellangriff, 18. Jh.
- 11 Löffel aus farbigem Stein, 18.-19. Jh.
- 12 Figürlicher Griff aus Buchsbaum, 18. Jh.

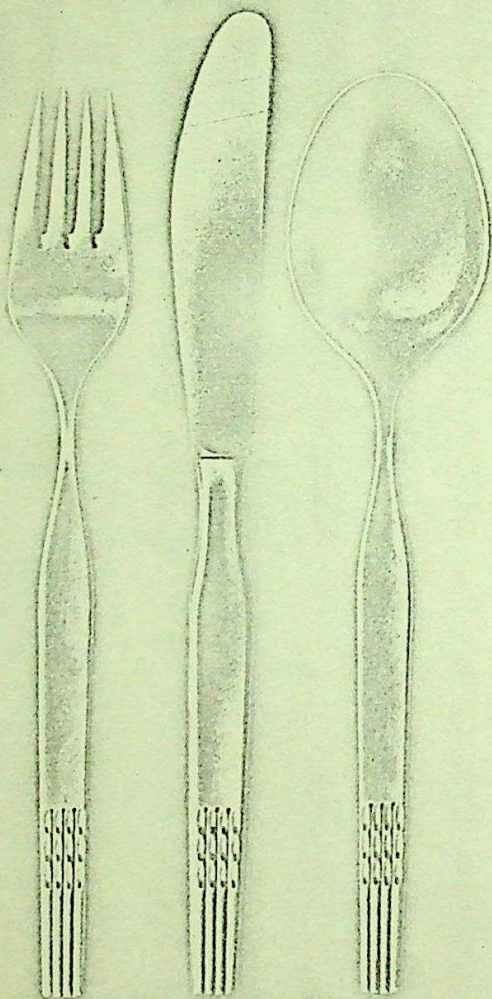
Die Klischees dieser Seite wurden freundlicherweise von Bodo Glaub zur Verfügung gestellt.

~~XD-54/12~~



SKANDINA

Ausgewählt für die Bestecke 1962



OKA

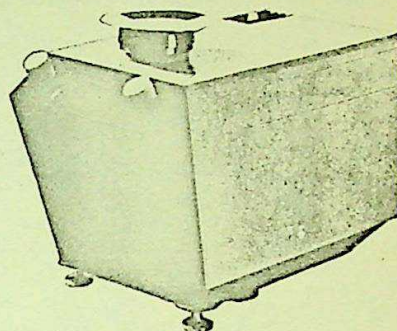
BESTECKFABRIK GMBH ALTENSTEIG/WÜRTT.

p. 854 DG-Z.

Mettler

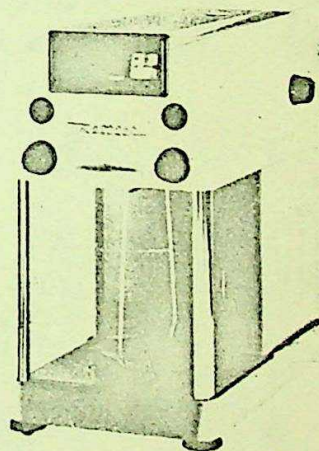
Gold- und
Karatwaagen
in der ganzen Welt
erprobt

9/1965



P 1200/9

Höchstlast 1300 g
Genauigkeit $\pm 0,01$ g



H3 C 160C/9

Höchstlast 160 K
Genauigkeit $\pm 0,001$ K

Die Anschrift der zuständigen
Mettlervertretung erfahren Sie von

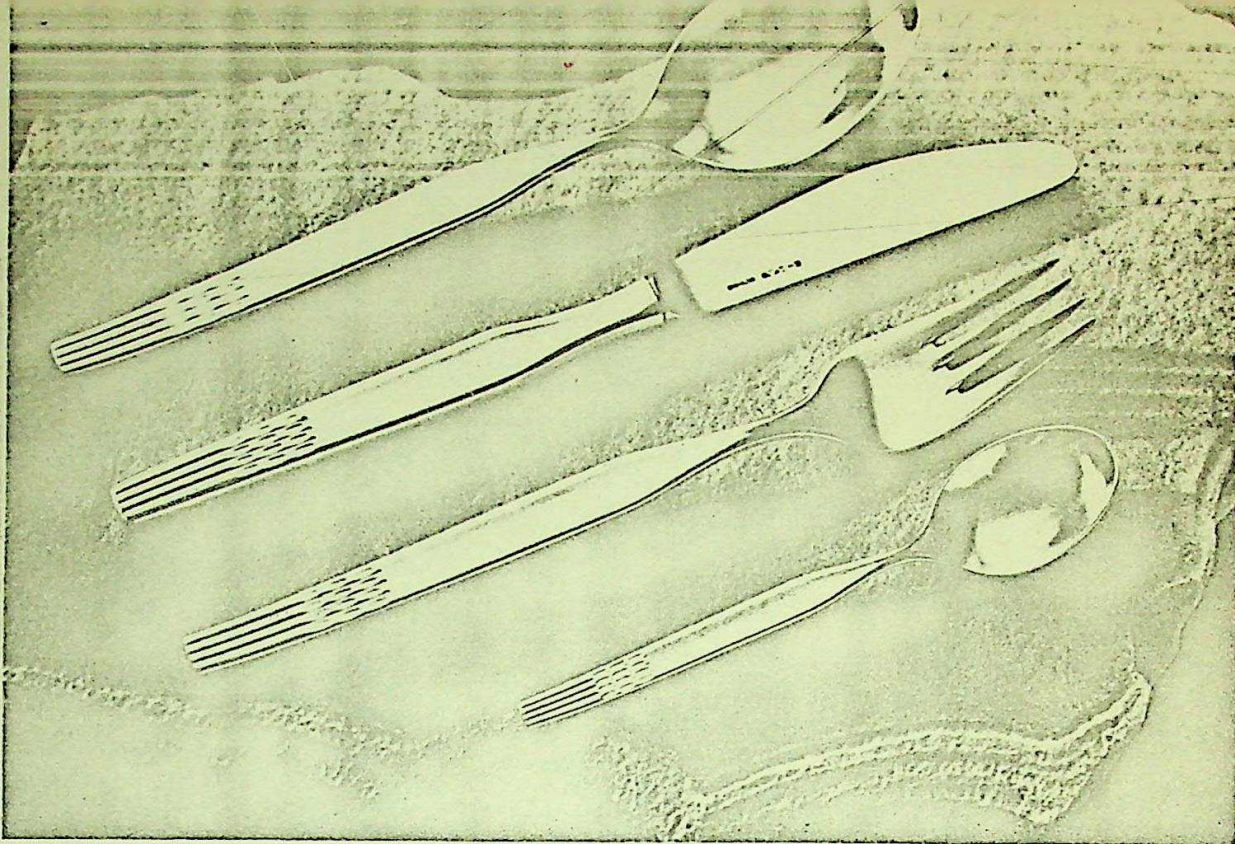
Mettler-Waagen

Spoerhase AG · 63 Gießen 2
Postfach 2840

9/1965

DEUTSCHE GOLDSCHMIEDE-ZEITUNG

p. 854



1

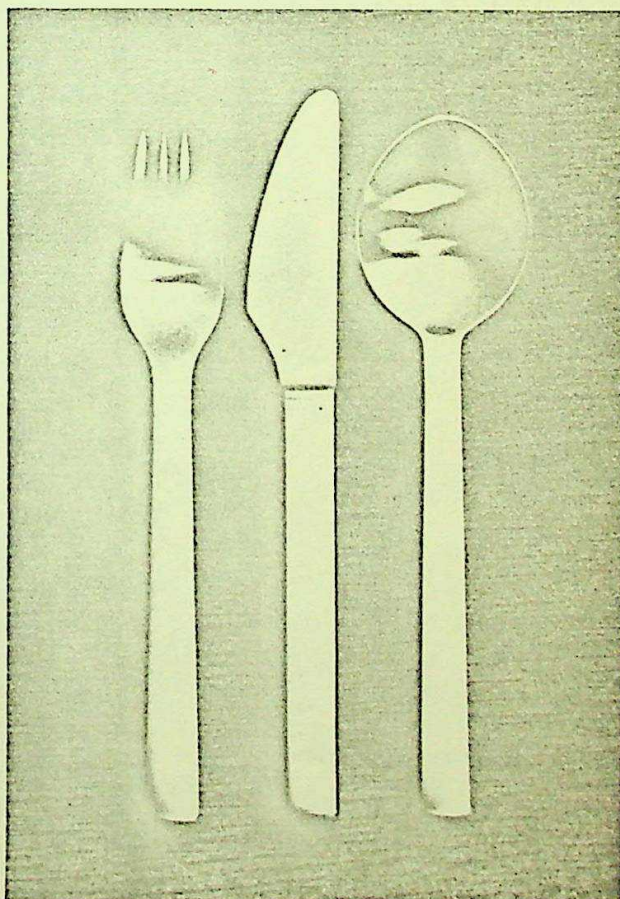
AUS DEM BESTECK-ANGEBOT 1965

1 OKA Besteckfabrik GmbH, Altensteig

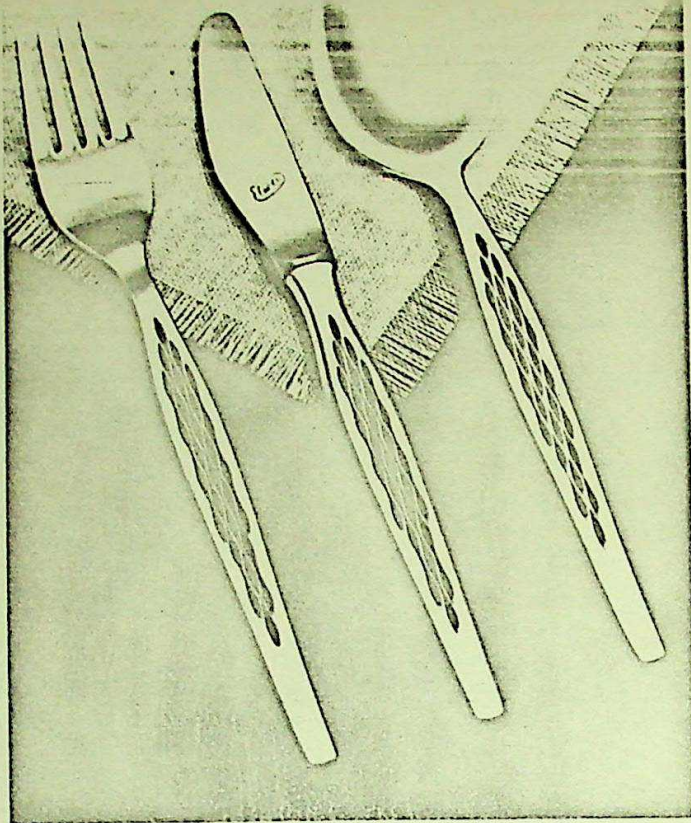
Modell „Skandina“, das strenge und kühne Eleganz ausstrahlt, Ausführung in 90 g versilbert oder in OKASIL, ausgewählt für die „ibesta 1964“

2 Georg Jensen, Kopenhagen

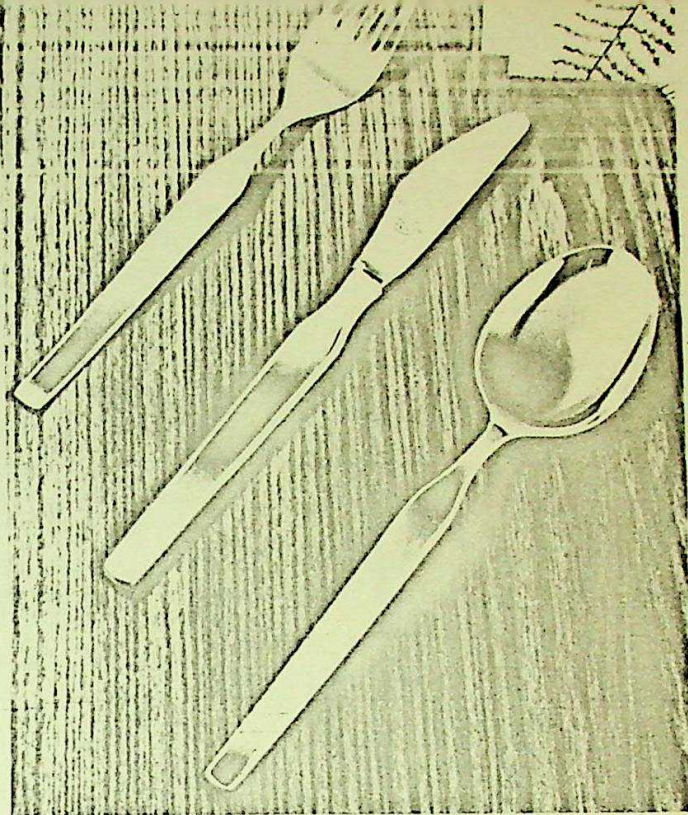
Modell „New York“, entworfen von Henning Koppel, ausgewählt für die Weltausstellung in New York, Ausführung rostfreier Stahl



2



1



2

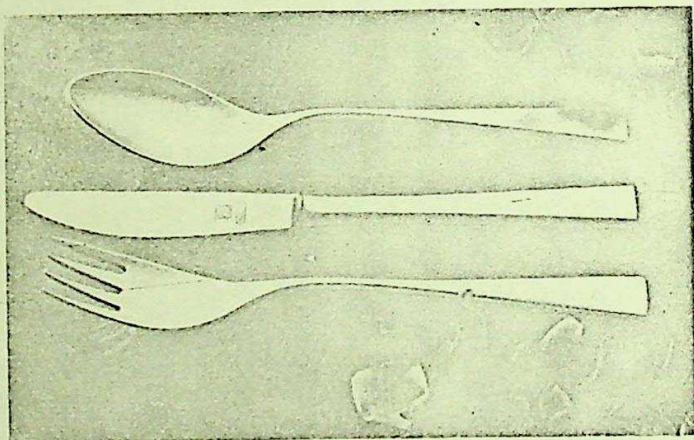
P. 865

9/1965

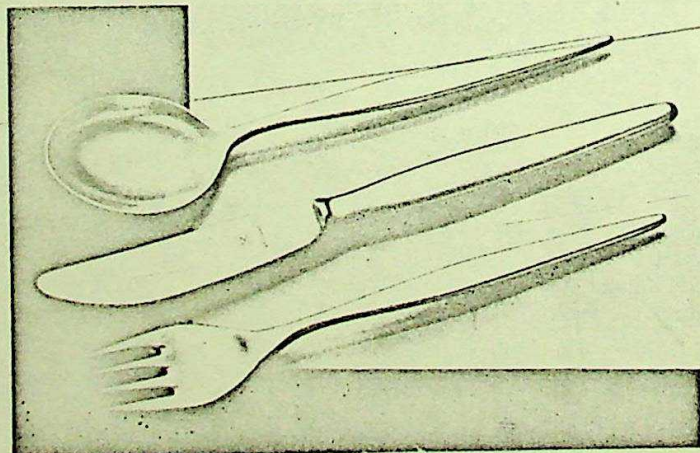
1+2 Lutz + Weiss, GmbH, Pforzheim

1 Modell „Armada“, Ausführung in Alpaka 98 g versilbert und Remaluz

2 Modell „Brasilia“, Ausführung in Silber und in Alpaka 90 g versilbert



3



4

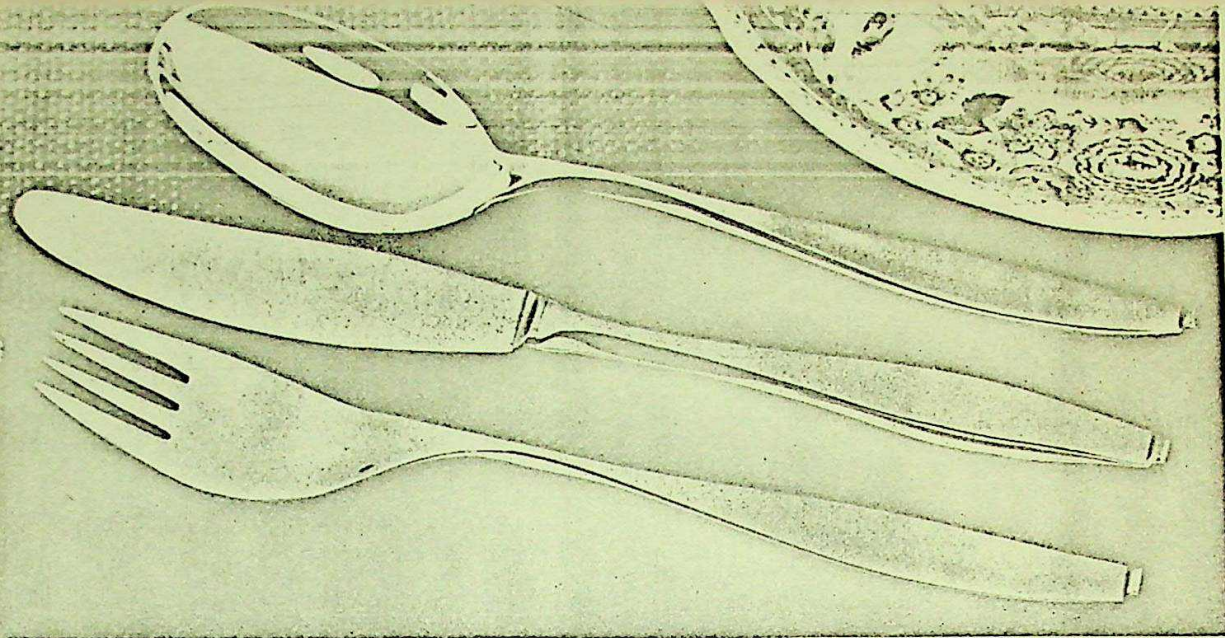
3+4 W. Seibel, Mellmann

Zwei Besteckmodelle, die in Silber 925'000, Alpaka 100 g patentversilbert oder in rostfreiem Chromnickelstahl (Gerosil) hergestellt werden.
Entwürfe: Prof. Dr. Braun-Feldweg
Oben: Modell 9962, unten Modell 9900

p. 866

9/1965

D G-Z

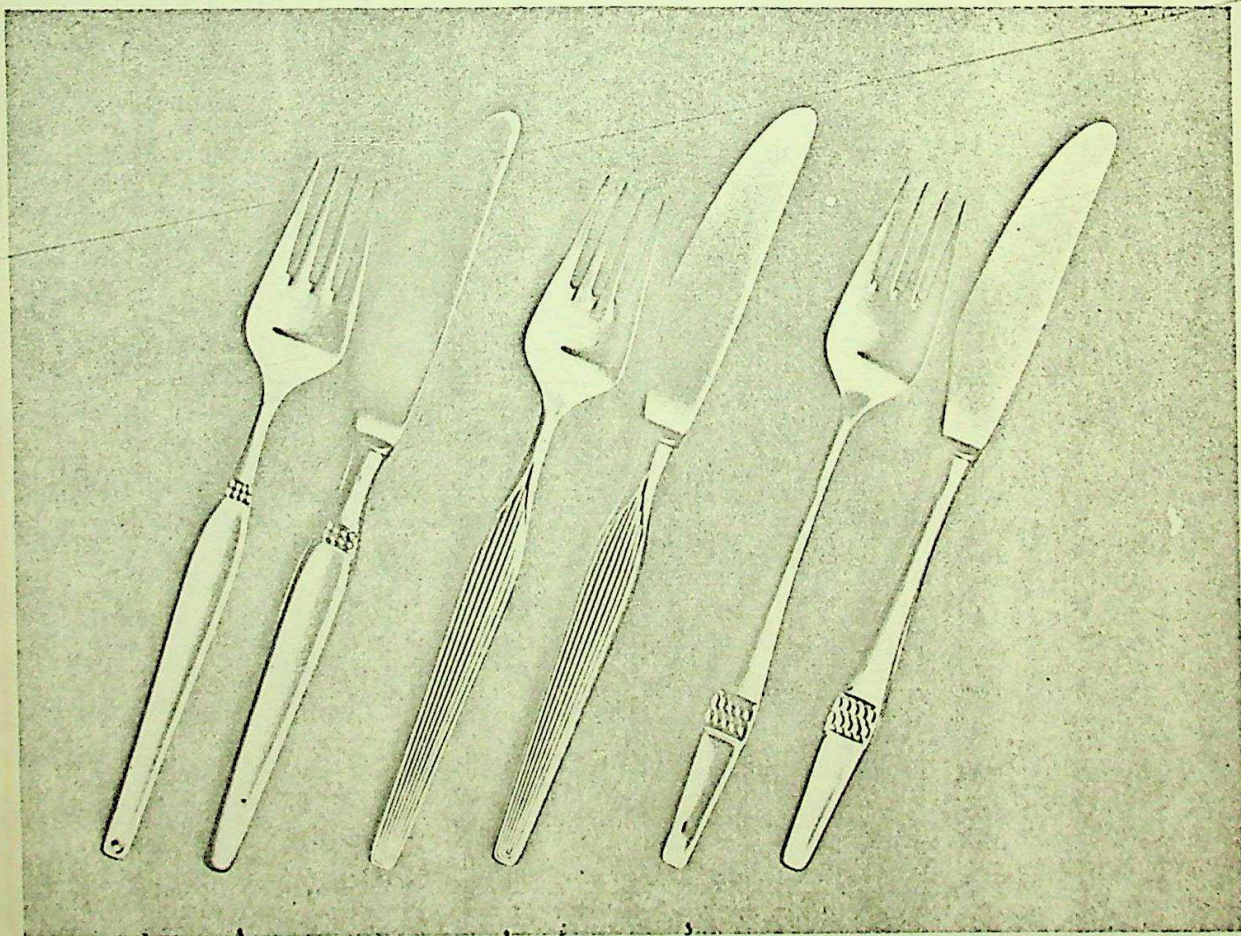


Picard + Wielpütz, Solingen

Modell „Profil 65“, ein schweres und stark profiliertes Besteck, Ausführung in 90 g Silberauflage und in Nicrosil-Edelstahl

Robbe u. Berking, Flensburg

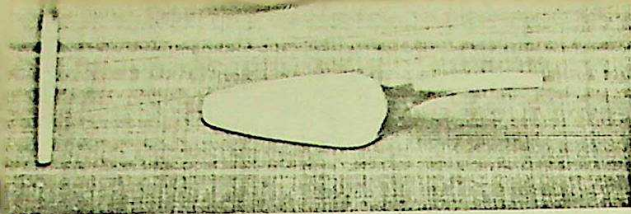
Drei Juwelierbestecke, Royal, City und Savoy, die in Silber 800/000 und in 90 g versilbert, hochglanzpoliert ausgeführt werden



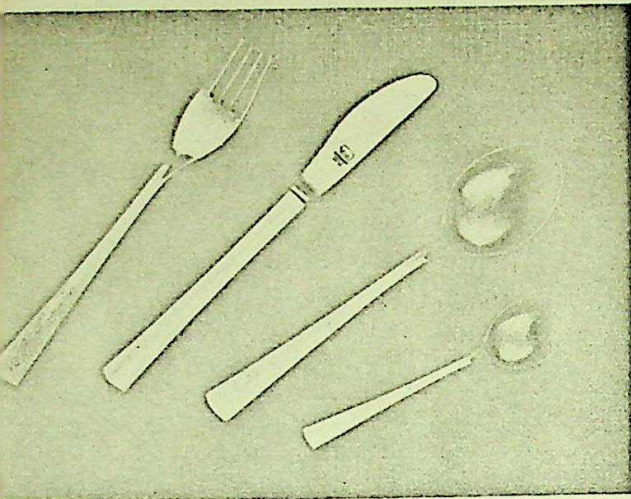
9/1965

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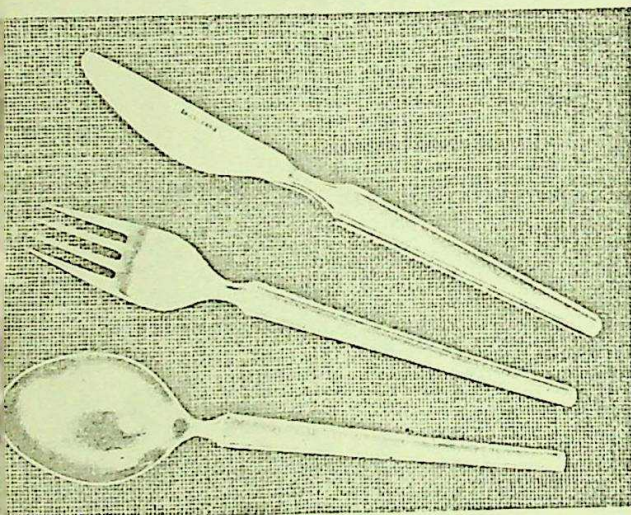
p. 867



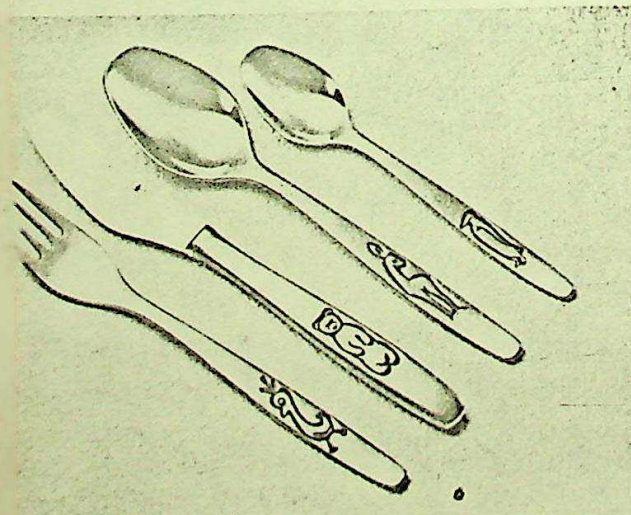
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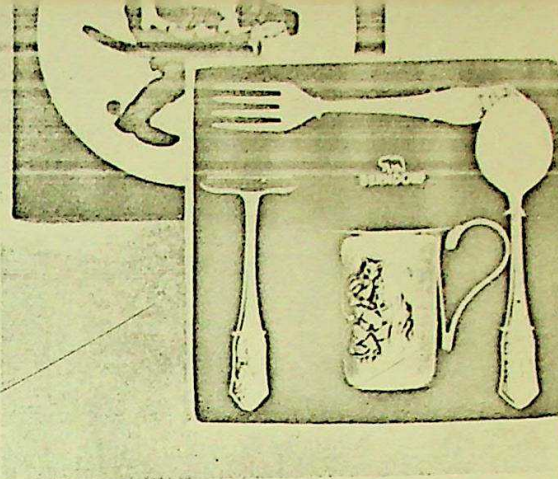
2



4



5



3

1-3 Vereinigte Metallwerke Ranshofen-Berndorf
Werk Esslingen

Vierteilige Party-Garnitur aus Chromnickelstahl
Besteckmodell 1890 in Silber 800/000
Kindergarnitur „Gestiefler Kater“ in 90 g versilbert

4 Clarfeld + Co., KG, Hemer

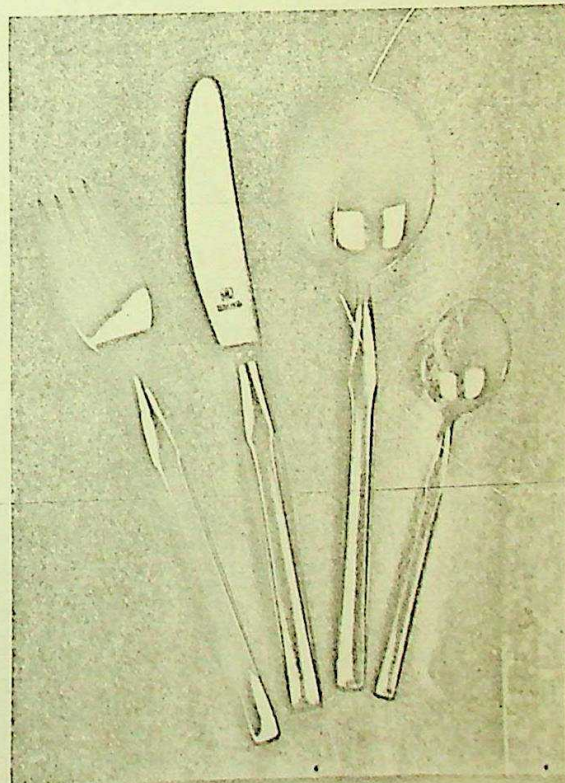
Modell 364, das in Alpaka 90 g versilbert und in Chromnickelstahl (18 8) hergestellt wird

5 Wilh. Pfeiffer + Co., Solingen

Handliches Kinderbesteck mit lustigen Tierfiguren,
lieferbar in 90 g versilbert und in Edelstahl

6 Heinrich Haupt, Lüdenscheid

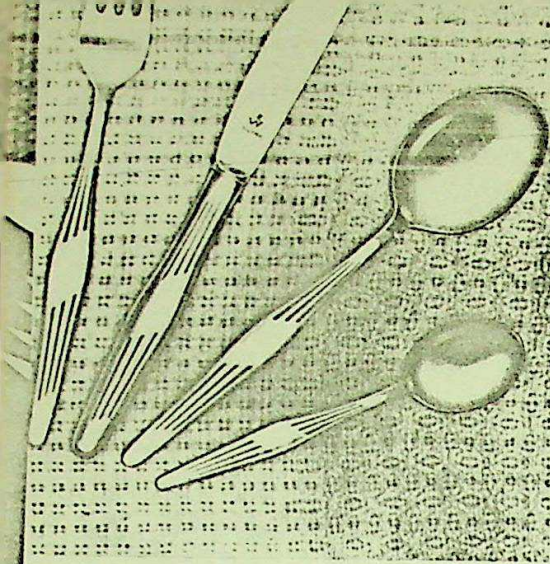
Modell „Exzellenz“, von schlichter, vornehmer Eleganz, Ausführung Alpaka 90 g versilbert und Chromnickelstahl



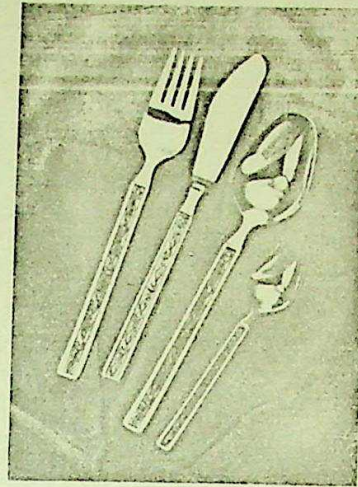
6

9/1965

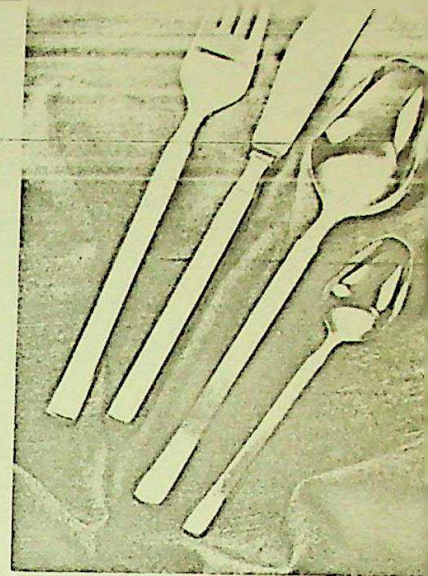
DG-2



1



2



3

p. 868

1 Friedrich Wilke, Hemer-Westig

Modell Nr. 126, Ausführung in Alpaka versilbert und Edelstahl 18/8, bzw. Roneusil

2+3 E. + R. Kierdorf KG, Solingen

Modell „Dorli“, mit 100 g Patent-Hartglanz-Silberauflage (Dekor Altsilber) oder Edelstahl (Dekor mit 23karätiger Hartgoldauflage)

Modell „Bella“, für Freunde der strengen klassischen Form, Ausführung 100 g Patent-Hartglanz-Silberauflage oder Edelstahl Nonrosil

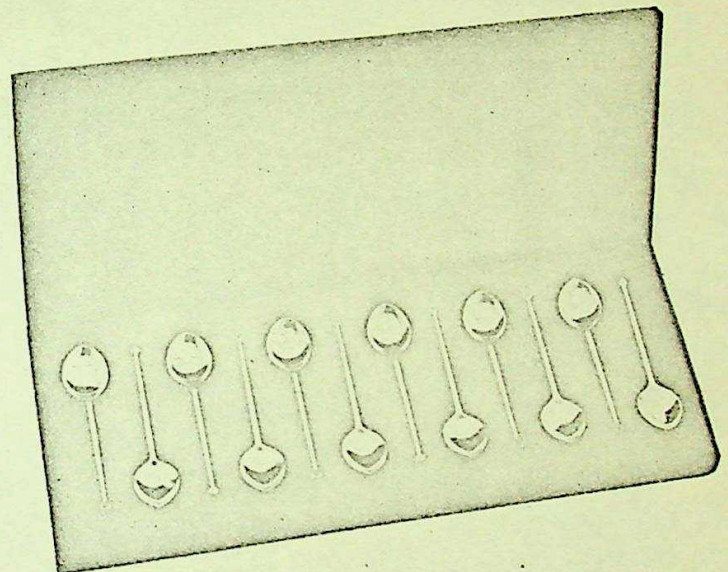
4 Wilhelm Wolff, Pforzheim

Modell Nr. 5000, Ausführung 90 g schwer versilbert und rostfreier Edelstahl

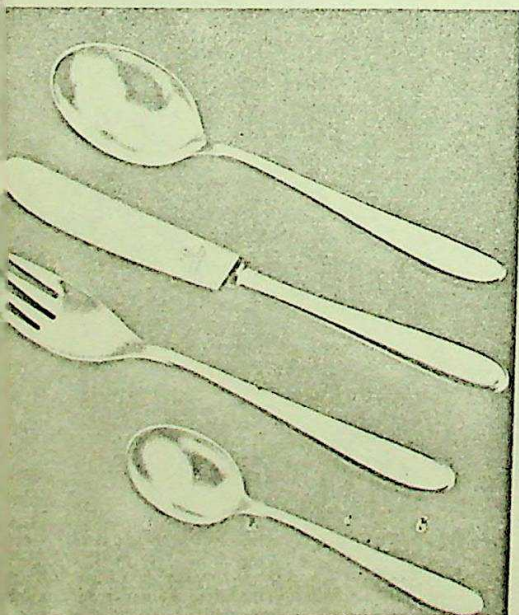
5+6 C. Hugo-Pott, Solingen

Mokkalöffel mit Schmucksteinen am Stielende, Ausführung Silber 925/000

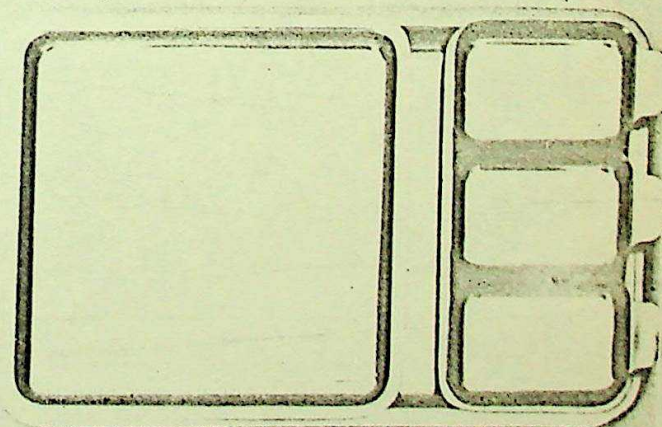
Drei ineinander schachtelbare Tablettis mit Kabaretttschalen, Ausführung Silber 925/000, Alpaka 90 g versilbert und 18/8 Chromnickelstahl



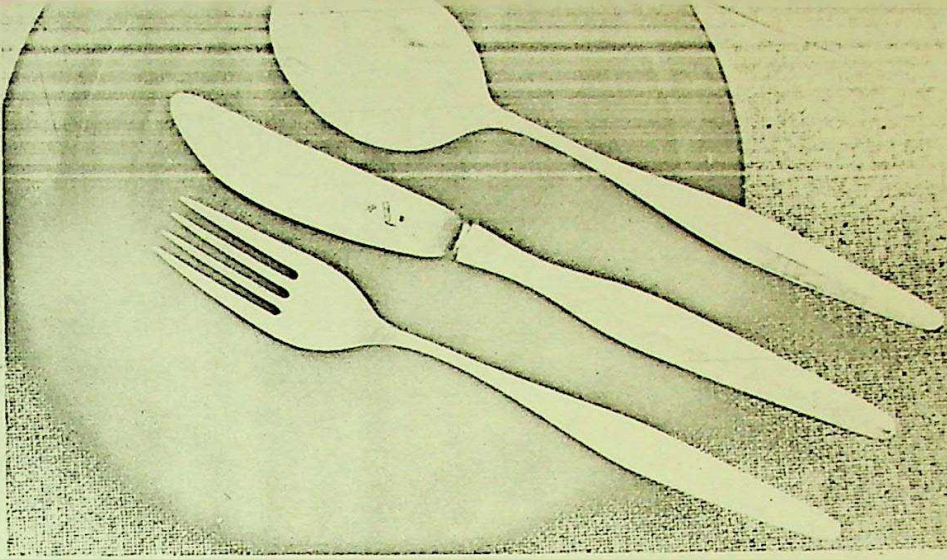
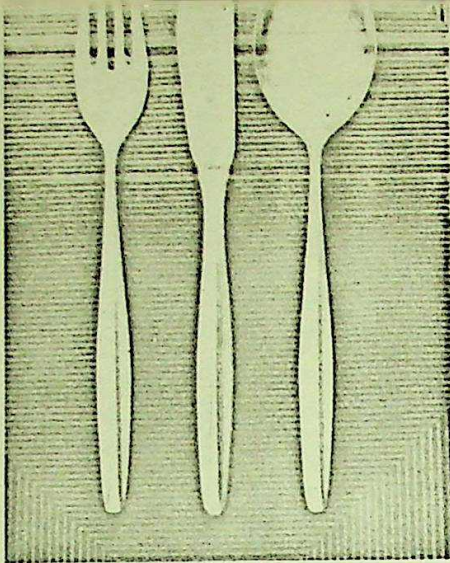
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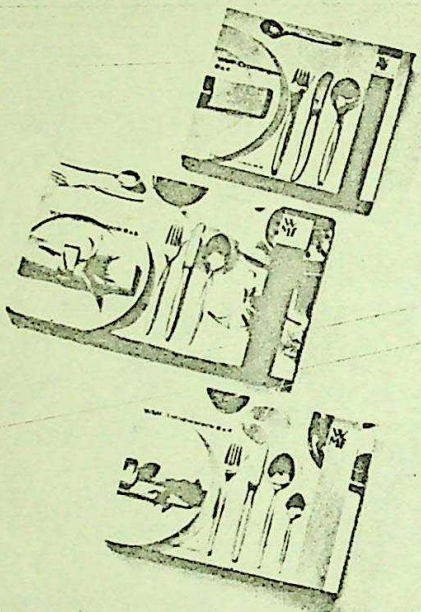
7



7 8
9

p. 869

9/1965



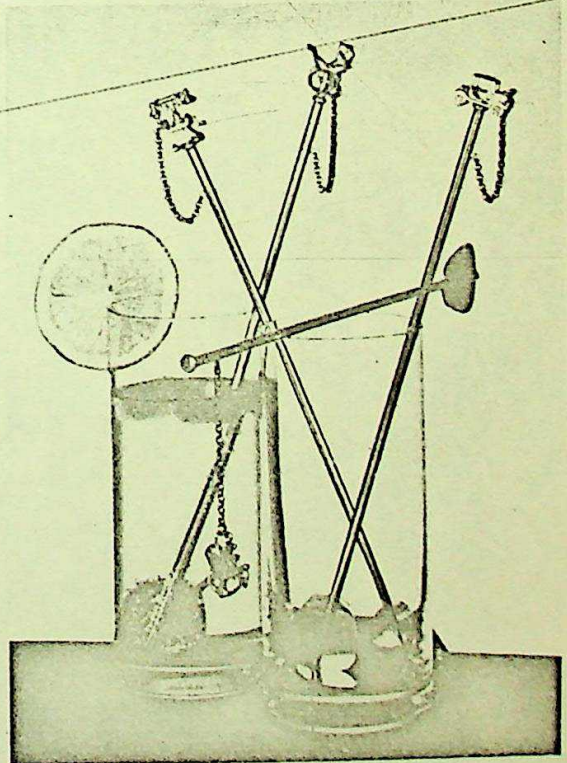
7-9 Württembergische Metallwarenfabrik, Geislingen

Cromargan-Besteck „Stuttgart“, von klarer, einfacher Form, Entwurf Heinz Pfeiffer (Abb. 7)

Modell „Florenz“, von handlicher, rassiger Form, Ausführung Patent-hartversilbert, Entwurf Kurt Mayer (Abb. 8)

Beim dritten Deutschen Verpackungswettbewerb ausgezeichnete Besteck-Packungen der WMF. Durch die sorgfältige Innenausstattung eignen sich die Packungen auch zum ständigen Aufbewahren der Bestecke (Abb. 9)

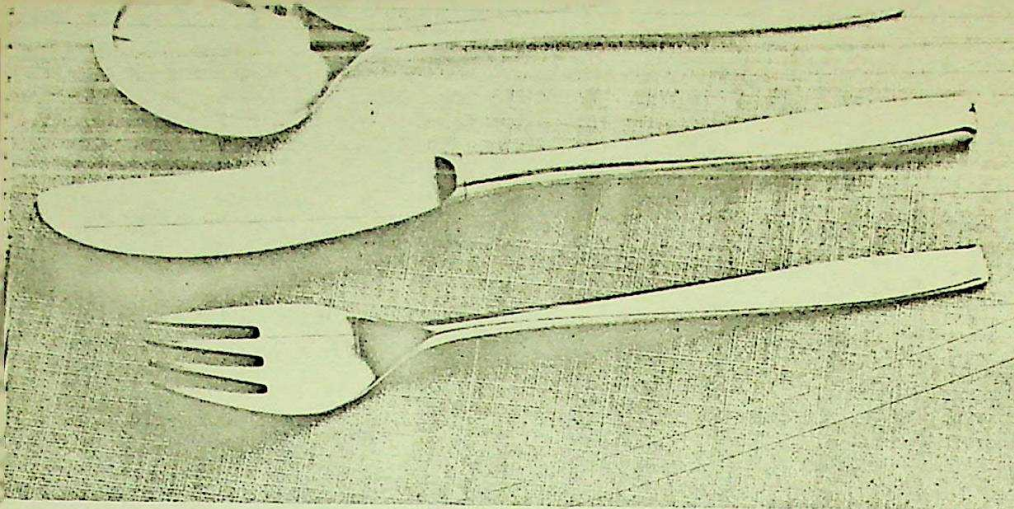
13



10 Van Kempen + Begeer, Zeist (Holland)

„Sip and Swizzle“ Cocktaillöffel für Amerika, zugleich Longdrinklöffel und Saugrohr, Embleme abnehmbar, Ausführung Keltum versilbert und vergoldete Embleme

169



9/1965

DG-2

AUS DEM
BESTECK-ANGEBOT
1965

p. 870

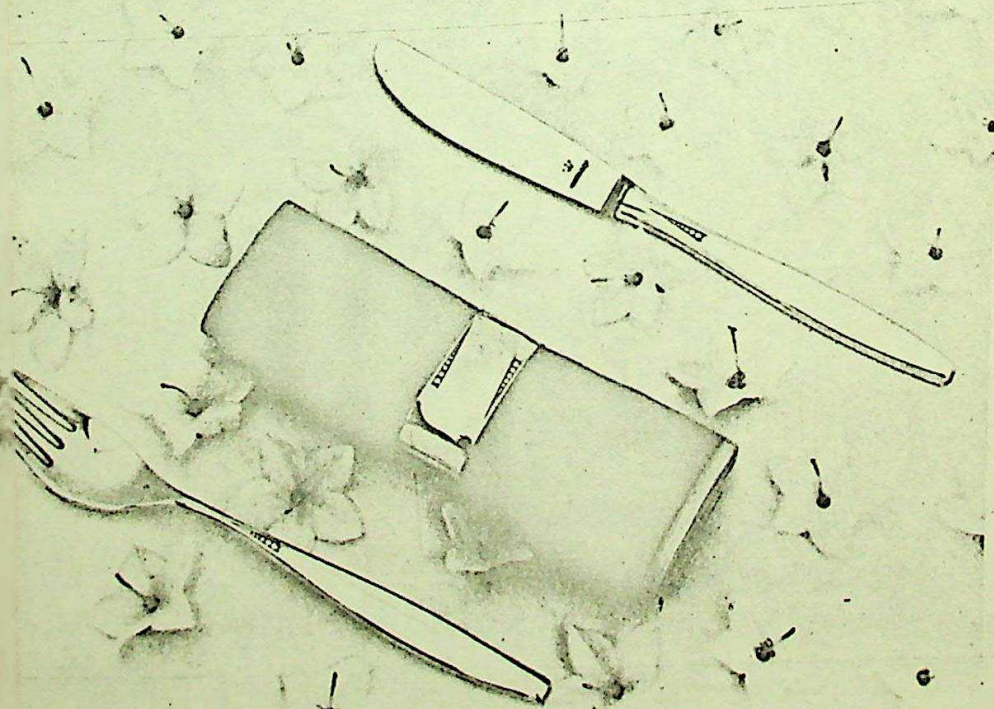
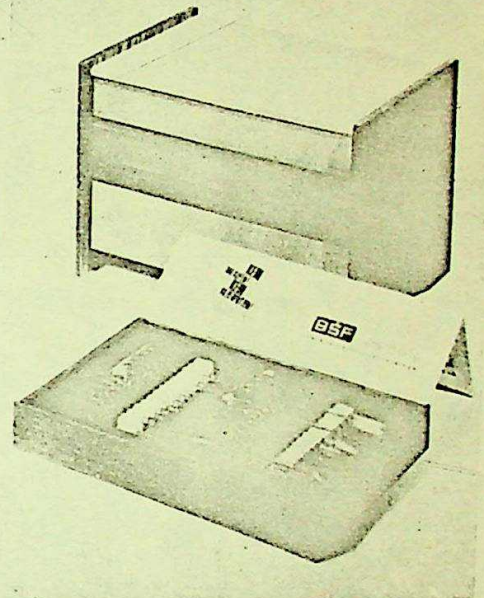
1+2 Bremer Silberwarenfabrik AG, Bremen

Edelstahlbesteck „Sahara“ S 4, mit eleganter Linienführung, Oberfläche hochglanzpoliert

Pacific-Truhe, der moderne Besteckkasten, in welchem die Schubladen mit Pacific-Tuch ausgeschlagen sind, wodurch das darin aufbewahrte Silberbesteck nicht anläuft

3 M. H. Wilkens + Söhne AG, Bremen

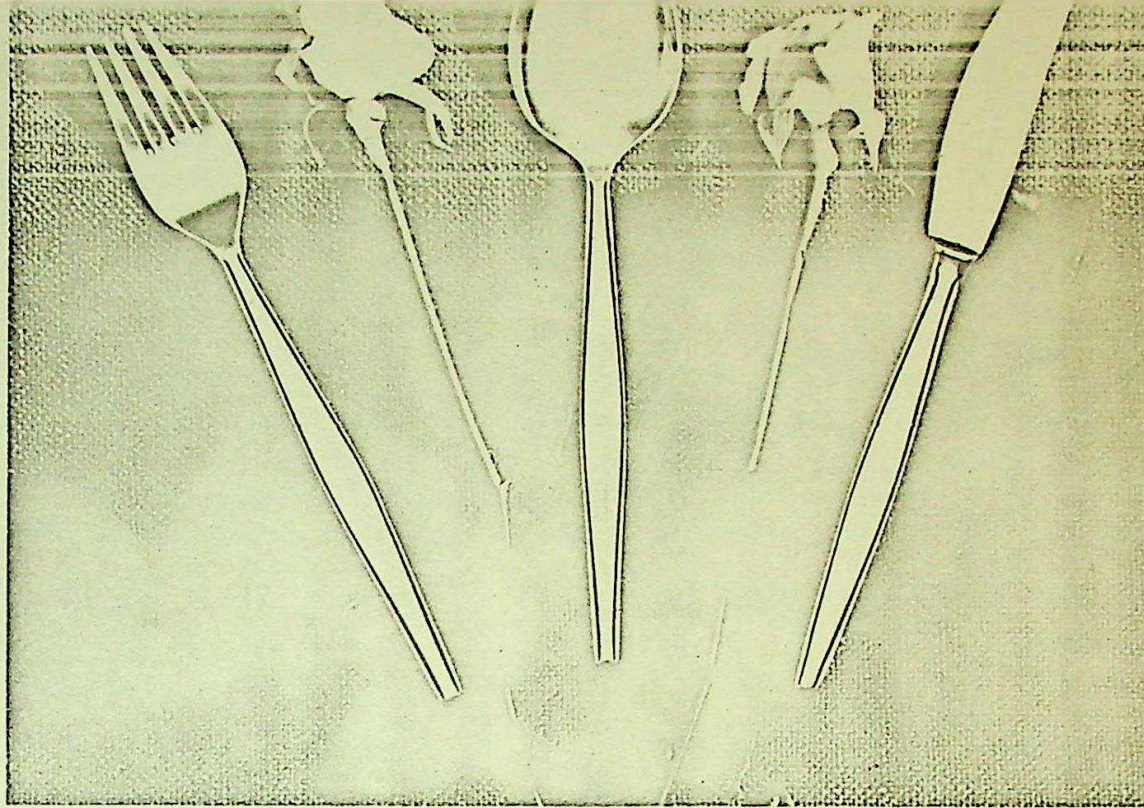
Ein Platzgedeck des Besteckmodells „Collier“, das aus Messer, Gabel, Serviettenring und türkisfarbener Serviette besteht



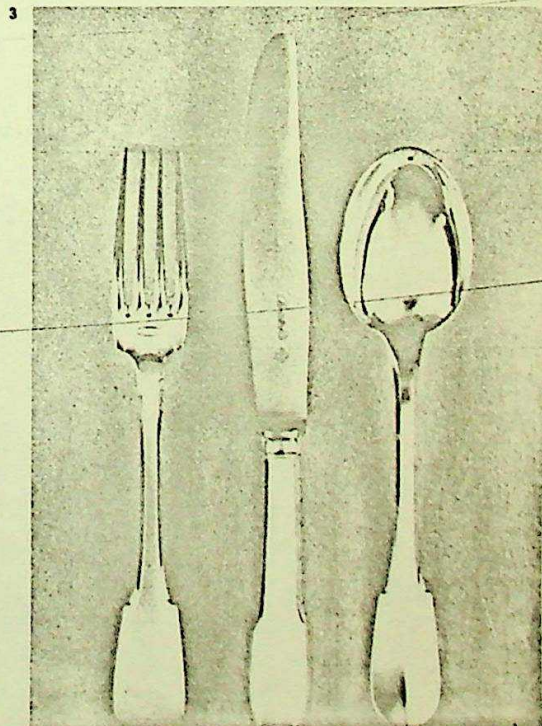
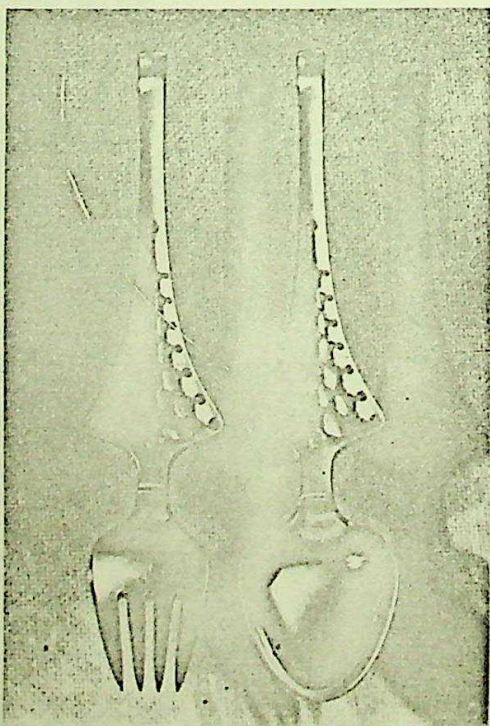
p. 871

9/1965

DG-2



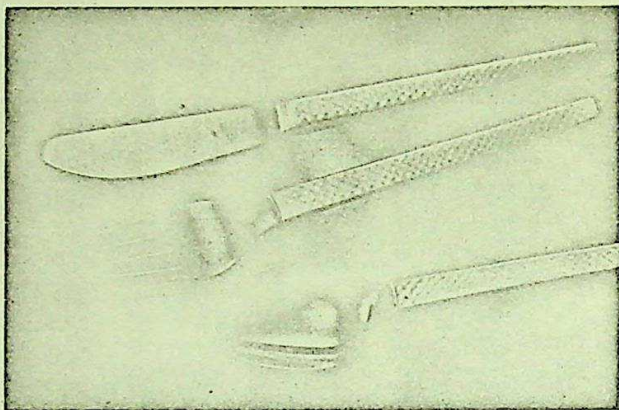
- 1 Auerhahn Besteckfabrik GmbH, Altensteig
Modell „Yvonne“, elegant schlicht und dabei handlich und hochwertig in der Ausführung, lieferbar in Silber 800/000, Alpaka 90 g versilbert und in Ultrasil-Chromnickelstahl
- 2 A. Michelsen, Kopenhagen
Weihnachtslöffel und -gabel 1965, entworfen von Theresie Hvorslev; seit 1910 wird von der Firma A. Michelsen jährlich ein neuer Weihnachtslöffel herausgebracht
- 3 Christofle, Paris
Modell „Cluny“, eine Neuheit im alten Stil, aus der Kollektion der versilberten Bestecke



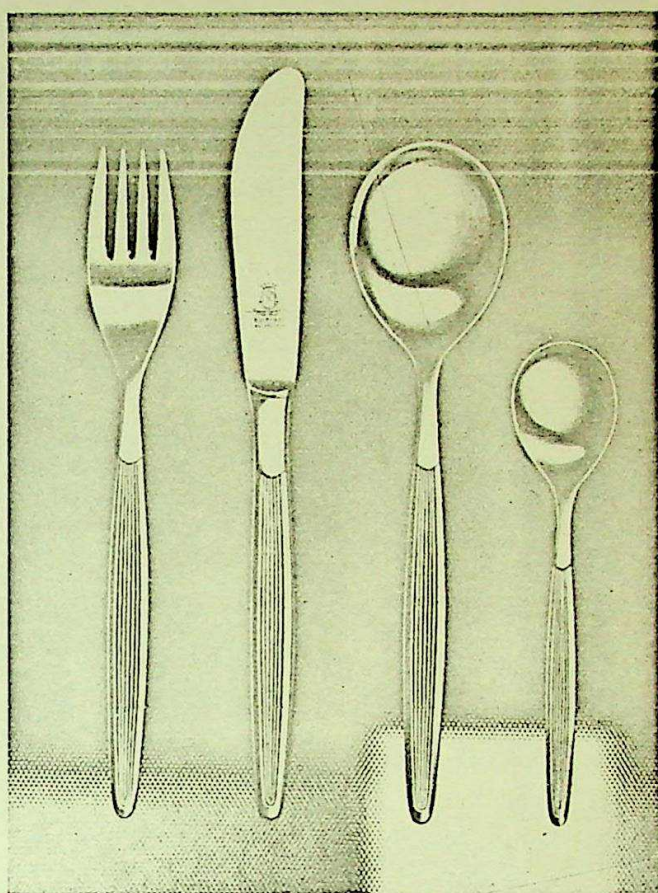
p. 812
9/1965
p. 872

BESTECKMODELLE DER GEGENWART

- 1 J. A. Henckels Zwillingwerk AG, Solingen
Menoebesteck „Reflex“, die interessant gestaltete Oberfläche gibt reizvolle Lichtreflexe, Ausführung in 18 8 Chromnickelstahl
- 2 Franz Fürst, Solingen
Tafelbesteck Modell „Forum 1000“, Ausführung in 90 g versilbert und Edelstahl 18/8



1 2



Zum Thema Eßgerät

Information über die Sammlung Bodo Glaub und ibesta

Historische Sammlung

Die Sammlung Bodo Glaub ist die größte und kulturhistorisch bedeutendste private Bestecksammlung. Sie umfaßt über 1500 Objekte aus allen Epochen und Kulturkreisen und gliedert sich in einen europäischen und einen außereuropäischen Teil. Die europäische Sammlung bietet eine Übersicht über die Entwicklung des Eßgerätes von der Steinzeit bis zum Beginn der Moderne mit den Sondergruppen: Volkskunst, Reisebestecke, Löffelmodel und Sonderausführungen. Der außereuropäische Teil enthält Bestecke aus Afrika, Melanesien, Indonesien, Philippinen, Vorderasien, Indien, Tibet, China, Japan, Nord-, Süd- und Mittelamerika.

Die Sammlung wurde bereits in 11 Orten gezeigt. Rundfunk, Presse und Fernsehen brachten ausführliche Berichte. Die Besucherzahlen der letzten Ausstellungen waren erfreulich hoch.

Neue Sammlung

Angeschlossen ist die Neue Sammlung, welche die ausgewählten Ergebnisse der internationalen Besteck-Wettbewerbe enthält. Es sind dies moderne Bestecke aus 13 Nationen.

ibesta

Bodo Glaub veranstaltet in unregelmäßigem Turnus die ibesta (internationale besteck ausstellung), bisher in Krefeld, München und Sheffield. Die ibesta will gute Besteckformen durchsetzen und Entwürfe von Werkkunstschulen und unbekannten Designern fördern. Sie steht Herstellern und Designern beratend zur Verfügung und vermittelt Lehrinstituten gewünschte Unterlagen. Die ibesta arbeitet uneigennützig ohne Gewinn.

Die internationale Besteck-Ausstellung ist jeweils verbunden mit einem

Internationalen Besteck-Wettbewerb.

Designer und Industrie können sich beteiligen. Die Modelle werden von einer Jury für die ibesta ausgewählt. Die Goldenen Löffel erhielten:

- 1962 Jens H. Quistgaard, Dänemark, für Modell Tjorn
- 1963 Henning Koppel, Dänemark, für Modell Caravel
- 1964 Rudolf Elser, BRD, für Modell Sterling.

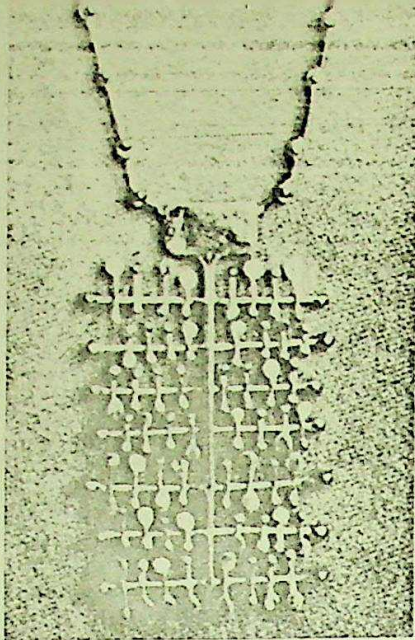
51 Designer und 36 Besteckproduzenten aus 13 Nationen haben sich bisher beteiligt.

ibesta-Forum

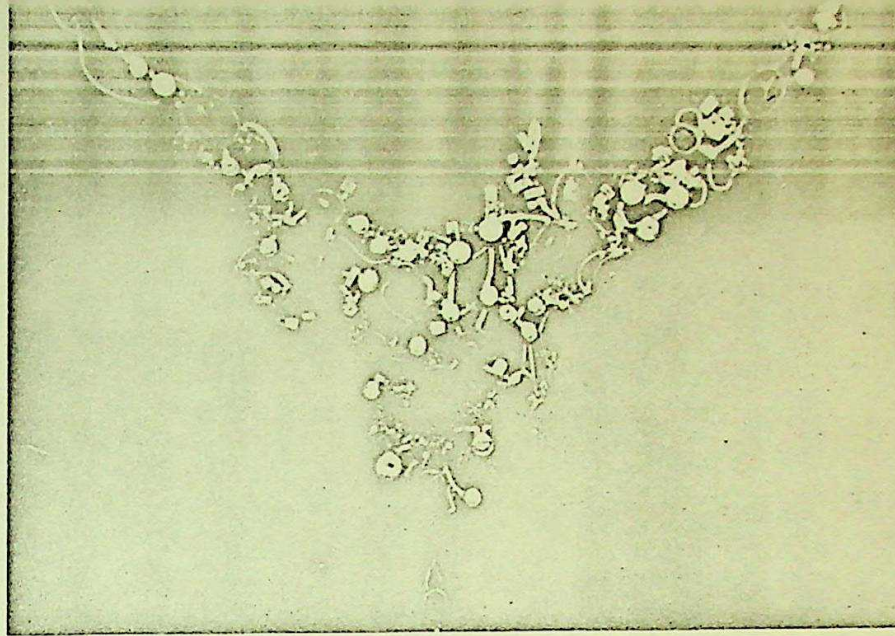
Es befindet sich in Köln, Burgmauer 68, und zeigt ständig wechselnde Ausstellungen historischer und moderner Themen. Besonders erfolgreiche Ausstellungen waren „Das Eßgerät in der Kunst afrikanischer Negervölker“ und „Kitsch des 19. Jahrhunderts – Form des 20. Jahrhunderts“. Das ibesta-Forum dient ferner zur Aufnahme von Bibliothek, Archiv und Kartei. Zeitschriften, die das Thema Eßgerät behandeln, liegen hier auf. Das ibesta-Forum ist ein Treffpunkt zwischen Designer und Hersteller. Zwischen Jurierung und ibesta wird hier auch die

Internationale Besteckbörse

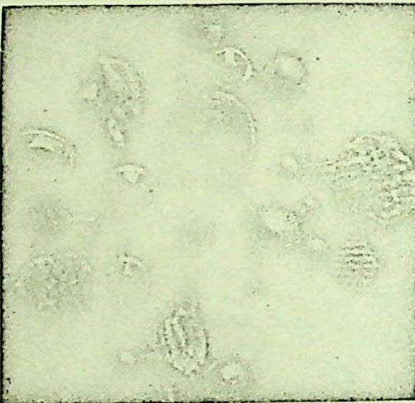
durchgeführt. Handmuster von namhaften und unbekannten Designern, welche von der Jury ausgewählt wurden, werden hier an die Industrie vermittelt. Besonders die Werkkunstschulen Helsinki, Krefeld und Triest waren erfolgreich vertreten.



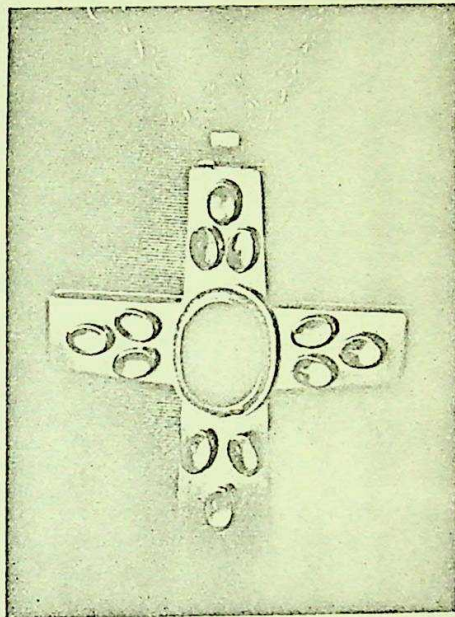
5



6



7



8

p. 879
9/1965.

D.G.-Z.

Fotos (3): Gretl Vogler, München

10

5 Margret Stähle (1958-1960 Klasse Rickert)
Anhängen in Gold, entstanden 1964

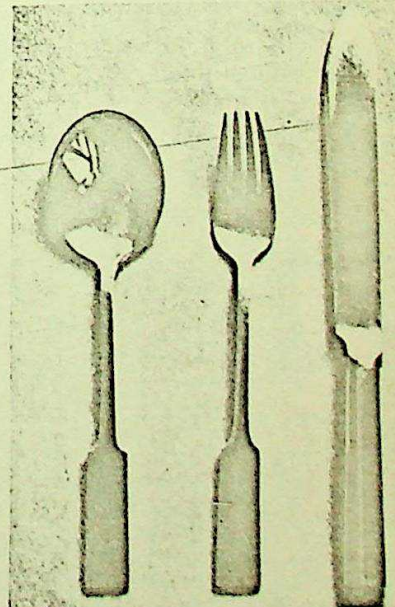
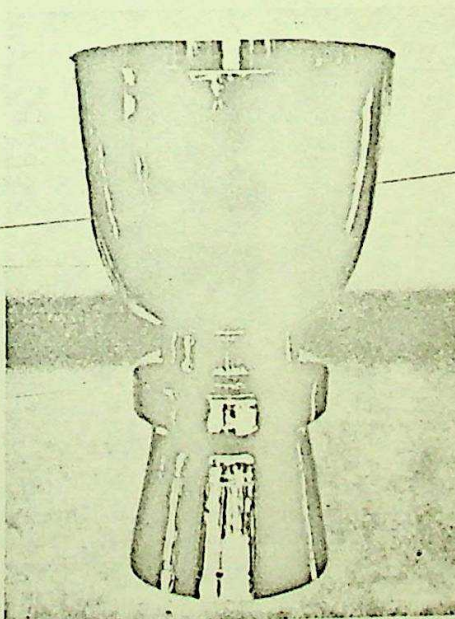
6 Christine Dix (1956-1961 Klasse Rickert)
Halsschmuck in Gold, mit Brillanten und Rubinen,
entstanden 1964

7 Wolfgang Stähle (1955-1961 Klassen Geitlinger und
Rickert)
Brosche in Silber, mit Gemme, Perle und Häma-
titen, entstanden 1963

8 Michael Amberg (1959-1962 Klasse Rickert)
Pektoral für Kardinal Döpfner, Gold, Granulation
und Niello, Karneol und Mondsteine, entstanden
1963

9 Herbert Stern (1950-1953 Klasse Rickert)
Kelch in Silber, feuervergoldet, Höhe 18 cm, ent-
standen 1964

10 Gerhard Glüder (1954-1958 Klasse Rickert)
Dreiteiliges Besteck in Silber, entstanden 1958



Antik-Silber-Besteck
im neuen Stil
in besonders guter Ausführung
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PH. STÖHRLE SILBERWARENFABRIK 753 PFORZHEIM ZÄHRINGER ALLEE 25

Ein neuer Fabergé

Vor fünfundvierzig Jahren, am 24. September 1920, starb in Lausanne der große Carl Fabergé, ein Meister der Goldschmiedekunst ohne gleichen. „Sein Werk ist in der Fremde verstreut wie ungehörte Stimmen. Aber seine Persönlichkeit, gekrönt von einem weltweiten Triumph, hat den Lebensstil seiner Zeit markiert. Er war es wert, daß man ihn nannte: den Benvenuto Cellini der Neuzeit...“, so schrieb im Februar 1954 die Pariser Zeitschrift *Connaissance des arts*. Im gleichen Bericht stellt sie den Enkel des Meisters Carl Theodore vor, den letzten Goldschmied der Dynastie Fabergé. Doch bei uns blieb sein Name unbekannt.

Elf Jahre später, im Mai 1965, entdeckten wir in den Monatsheften der Steigenberger Hotelgesellschaft ein Foto: im Hotel Frankfurter Hof trafen sich die Juweliere Carl Theodore Fabergé und Eugen Brüning aus Hanau. Nur wenige nahmen diese Notiz zur Kenntnis, noch blieb es weithin unbekannt, daß in unserer Zeit ein hochbegabter Goldschmied lebt, der Namen und Stempel als rechtmäßiger Erbe des Hauses Fabergé weiter führt. Seine Freunde in der Bundesrepublik wußten, warum sie den Meister vor eifertigen Pressevertretern abschirmten, nervös und sensibel reagiert er auf die Unruhe aller Publicity. Die Erbe seines berühmten Großvaters, über dessen Scheu allerlei Anekdoten im Umlauf sind! Doch nicht nur in diesem Grundzug der Bescheidenheit wird die geistige Verwandtschaft zwischen Großvater und Enkel deutlich, ihre Werke machen sie sichtbar. Die durch Edelstein oder Email in Farbe aufgelockerte Oberfläche des 18karätigen Goldes – der Hauch französischen Charmes in der Formidee –, die auch das massive Stück beschwingt

und leicht erscheinen läßt, sind typische Merkmale aller Kleinodien mit dem Stempel des Hauses Fabergé, seien sie nun um die Jahrhundertwende in St. Petersburg, Moskau oder London entstanden oder heute in der Wahlheimat, der Schweiz. Es gibt eine Vase, die in die Geschichte der Goldschmiedekunst eingehen wird als Brücke zwischen dem Größten und seinem Enkel, dem Letzten des Namens Fabergé. Carl Fabergé schnitt aus einem großen Nephrit die Form einer Vase, die er später fassen wollte. Er konnte die Arbeit nicht mehr vollenden, der Stein ging verloren. Fast 45 Jahre später fand Carl Theodore zufällig den Stein wieder, erwarb ihn und faßte ihn in 800 g Gold 750 000. Abbild dieser Vase und anderer Arbeiten Carl Theodore Fabergés bringen wir in der nächsten Nummer der DGZ. Firma Juwelier Koch, Frankfurt und Baden-Baden, stellte uns die von ihm übernommenen Originale zur Besprechung zur Verfügung.

Anstecknadel: „Für Kundentreue“

Goldene und silberne Anstecknadeln für Kundentreue geben amerikanischen Supermärkte für Kunden aus, die sich 200 bzw. 350 Mal ins „Supermarktbuch“ eingetragen haben, das in Schreibnischen neben den Kassen ausliegt. Datum, Einkaufswert und Kundenadresse müssen vor dem Verlassen des Geschäfts eingetragen werden. Die für diese Mühe ausgegebene silberne Anstecknadel hat einen Wert von 18, die goldene einen von 54 Dollar. 200 bzw. 350 Eintragungstage müssen in zwei Jahren erreicht werden. Dann beginnt die Rechnung bis zur Ausgabe der Anstecknadel „Für Kundentreue“ aufs neue.

p. 922
DG-Z
ATRIUM 2000



24 tlg. Tafelbesteck

DM 87.—

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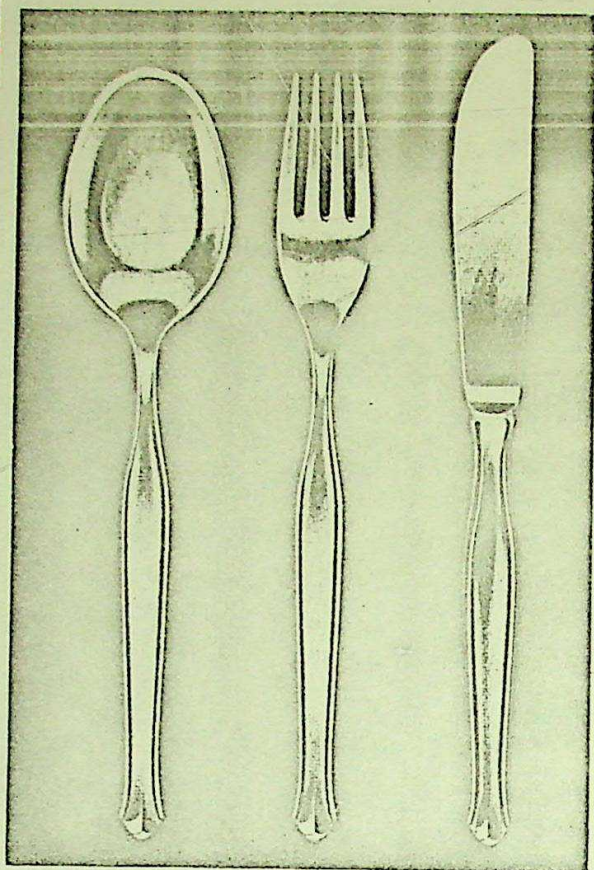


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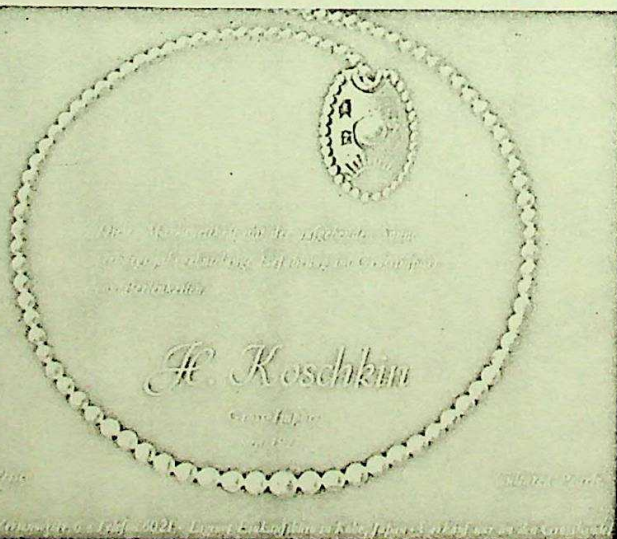


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Goldschmied und Juwelier

München 2

Maffeistraße 4

p. 934

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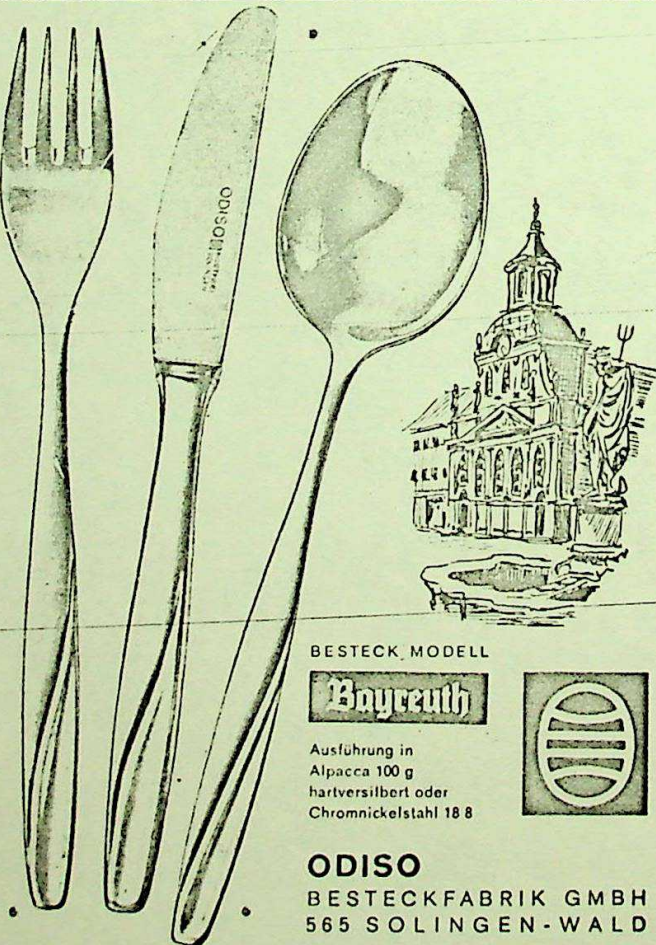


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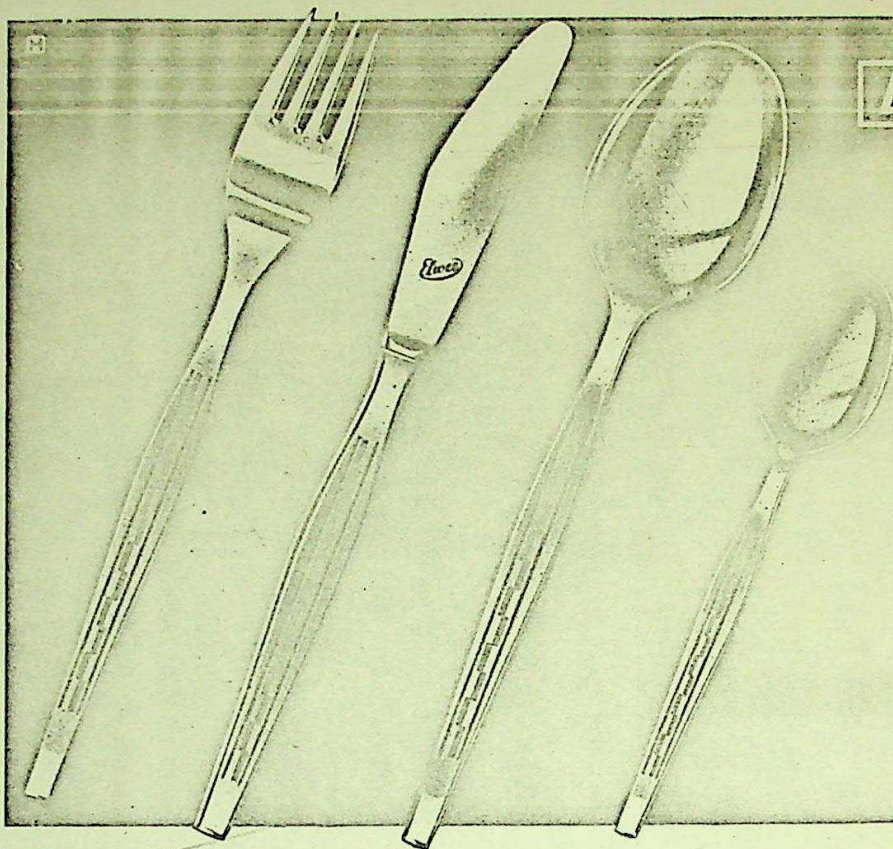
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Zuschr. unter Yd 5072 a. d. dgz

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Zuschr. unter Xr 5060 a. d. dgz

Junger Goldschmied

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Zuschr. unter Ye 5073 a. d. dgz

Erfahrener Fachmann der Edelstein-Branche

sucht baldmöglichst entsprechen-
den Wirkungskreis.

Zuschr. unter Yn 5081 a. d. dgz

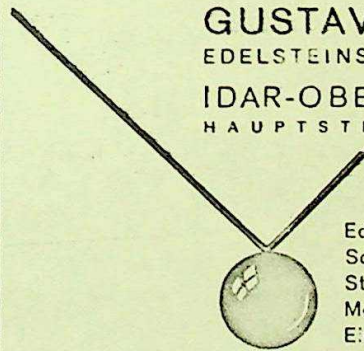
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GUSTAV RISCH

EDELSTEINSCHLEIFEREI

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HAUPTSTRASSE 117



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stätte für Neuanfertigungen, evtl. mit
Verkauf; auch Ausland. Sprachkennt-
nisse: Englisch, Französisch, Dänisch,
Spanisch. Zuschr. u. Zd 5097 a. d. dgz

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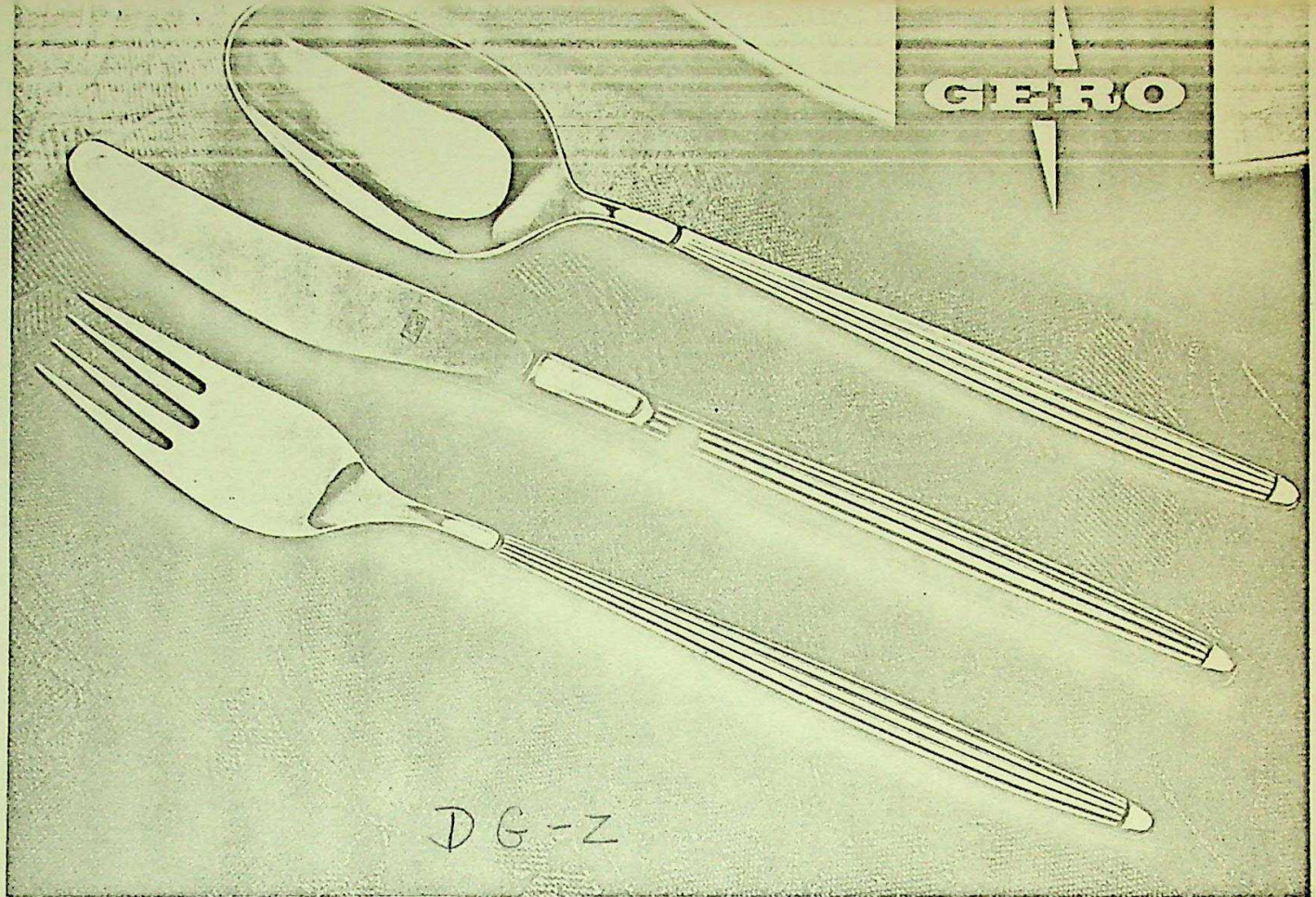
HILFSARTIKEL

IN ALLEN

METALLEN



CLEIRO



Modell Excellence, Nr. 234 Ausgewählt für Ibesta

9/1965

p. 943

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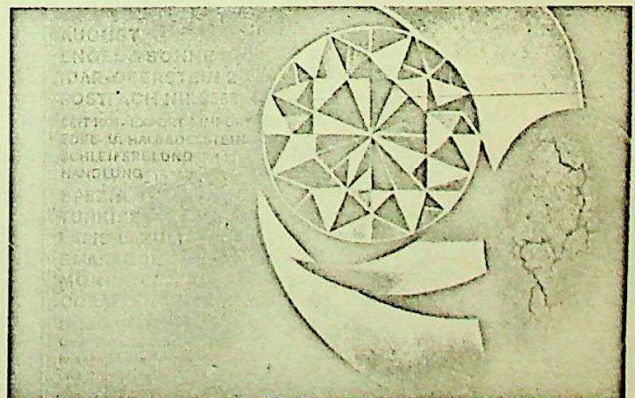
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ONEIDA STAINLESS STEEL FLATWARE

50-piece
service **29.95**

a special serving set
with each service you buy

Beautifully-designed, carefree 50-piece unit in buffet tray consisting of 16 teaspoons, 8 knives, 8 forks, 8 soup spoons, 8 salad forks and 2 table-spoons. Choose Surf Club or Spice patterns.

the 5-piece serving set

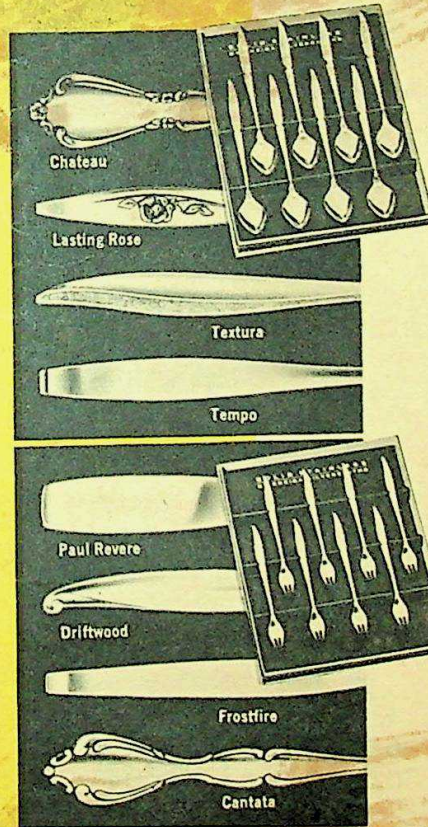
With each 50-piece set in either Surf Club or Spice designs you buy, you receive without added charge a 5-piece serving set: cold meat fork, gravy ladle, butter knife, sugar spoon and pierced dessert server.

(cover page)
p.1



Surf Club

Spice



ONEIDACRAFT® DE LUXE SPECIALLY-PRICED

8 iced drink spoons **4.95**

Gift-boxed stainless steel set in your choice of 4 Oneidacraft® De Luxe patterns as shown at upper left: Chateau, Lasting Rose, Texture and Tempo.

8 cocktail forks **4.95**

Choose this set also from Chateau, Lasting Rose, Texture and Tempo designs. Also boxed for gift-giving.

COMMUNITY® SPECIALS

each set **6.95**

Select 8 stainless steel iced drink spoons or cocktail forks in any of the 4 Community® patterns at lower left: Paul Revere, Driftwood, Frostfire and Cantata. Gift-boxed.

W&L—Housewares Center . . . Washington, Chevy Chase, Wheaton Plaza and 7 Corners

The Evening Star, Washington, D. C., March 17, 1965, Special Gravure Supplement

Special Gravure Supplement March 17, 1965

XD-54/12

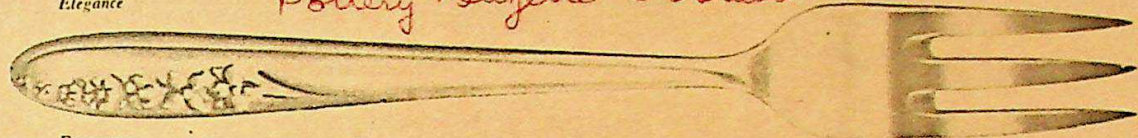
The Evening Star
Washington, D.C.

p.1



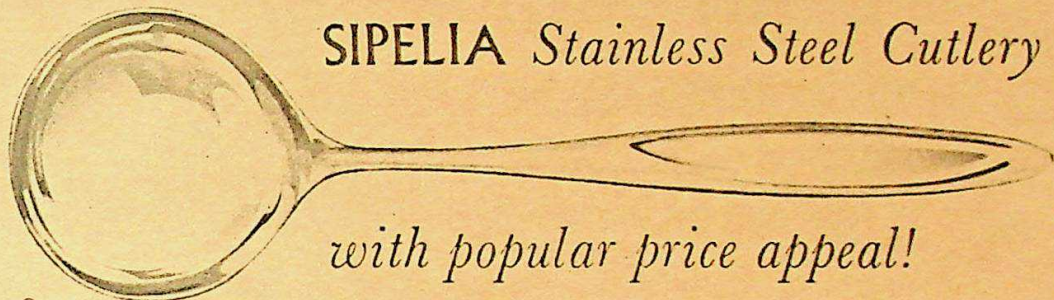
Elegance

Pottery Gazette & Glass Trade Review



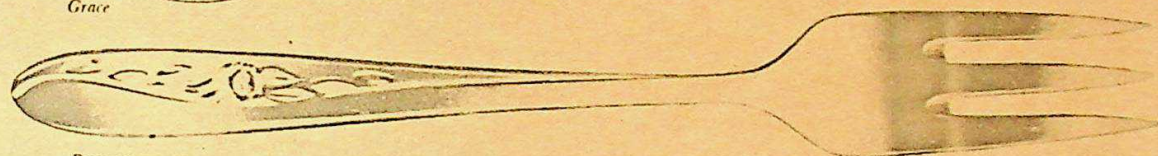
Fragrance

SIPELIA Stainless Steel Cutlery

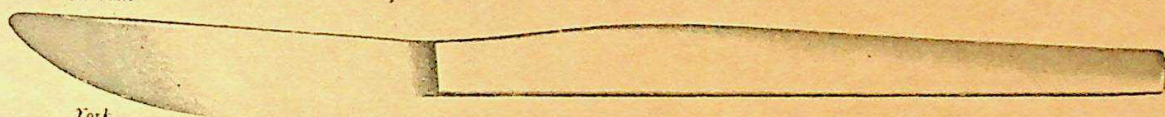


Grace

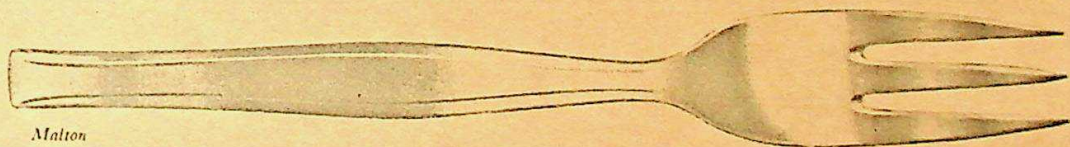
with popular price appeal!



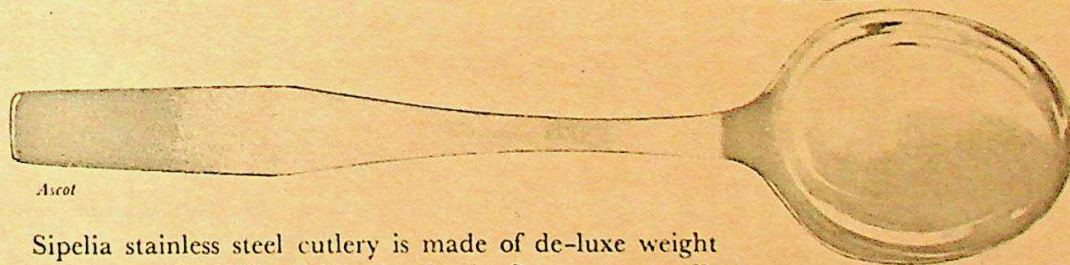
Romance



York



Malton



Ascol

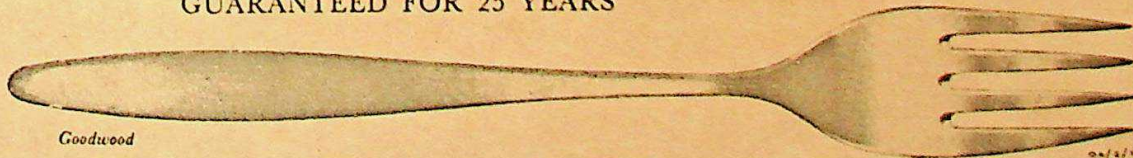
Sipelia stainless steel cutlery is made of de-luxe weight stainless steel—18/8 specification for the flatware—yet sells at competitive prices with other brands! Sipelia cutlery is available in place settings and attractive canteens. See Sipelia cutlery at your wholesaler, or write for details direct to Sipelia.

SIPELIA STAINLESS STEEL CUTLERY IS
GUARANTEED FOR 25 YEARS

Made by the
Sipelia Cutlery Group

Head Office
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Stands 273 and 274
MOUNT ROYAL FAIR



Goodwood

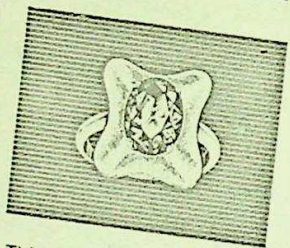
04/2/1992

Designed to Delight... your customers

This outstanding 14 Kt. yellow gold ring features an oval-shaped amethyst, beautifully arranged on a modern floral design. Its Florentine finish intensifies the beauty of the stone.

Same design also available with other stones, including garnets, topaz, quartz and opals. #3282F

A Ring Designed to Delight You



This beautifully designed 14 Kt. yellow gold ring will instantly become your favorite at first sight. It features an oval-shaped amethyst, skillfully arranged on a Florentine finished modern, floral design. This design also available set with other birthstones.

from \$00000

Retailer's Name
Address

FREE — a newspaper mat of this advertisement (5" x 1 col.) is available with your order.

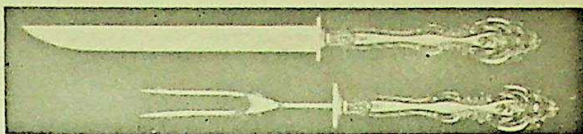
CHURCH & COMPANY

Manufacturing Jewelers

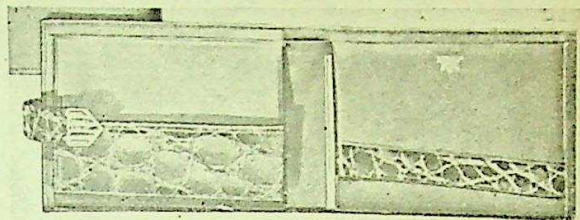
2 Garden Street • Newark 5, N. J.



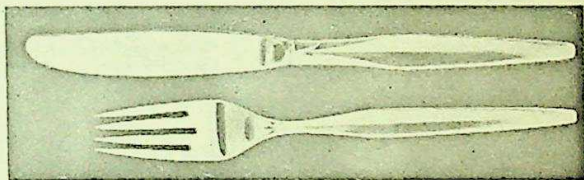
NEW PRODUCTS REVIEW



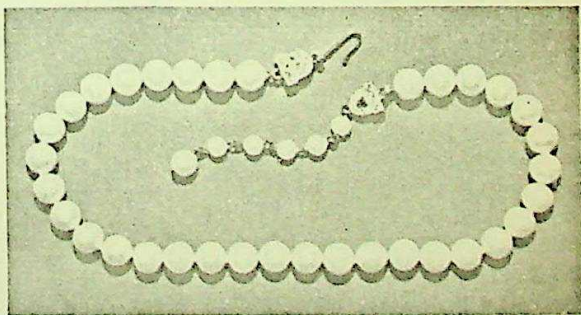
The Gorham Company has introduced a line of carving sets and steak sets in many of its patterns. Carving sets are available in banquet and roast sizes, and may be ordered from The Gorham Company, Providence, R. I.



Amity Leather Products Company of West Bend has introduced a new luxury billfold for women. Made in glove soft Fandango Calf and Alligator, the billfold utilizes a grill-like gold tab as its only decoration. Retailing at \$15 it may be had from Amity Leather Products Company, West Bend, Wisconsin.



With the introduction of "Concept" in Wm. Rogers & Son Stainless, International Silver Company is offering dealers a modular selling program to increase sales of set combinations with a minimum of inventory. Details may be had from The International Silver Company, Meriden, Conn., or any of its approved wholesalers.



This simulated pearl 12" adjustable "Zephyr" is a necklace from Pearls by Deltah of uniform 8mm pearls featuring the "Royal Pavilion" rhinestone clasp. Retailing for \$9.50, it may be ordered from Pearls by Deltah, 560 Mineral Spring Avenue, Pawtucket, Rhode Island.

XD-54/12

McCALL'S MAY, 1964

p. 51

p. 51



Designed Especially For You! Your own good taste can be so truly reflected by your Gorham Sterling, because Gorham has such a wide range of designs. such a complete selection. There's a Gorham pattern precisely suited to you and your taste... for your whole lifetime. See all the inimitable Gorham designs at fine stores where precious sterling is sold. From left to right above are Rondo, Sea Rose, Rose Tiara, Esprit, Melrose. Services-for-eight in these designs from \$270 to \$312.

McCall's

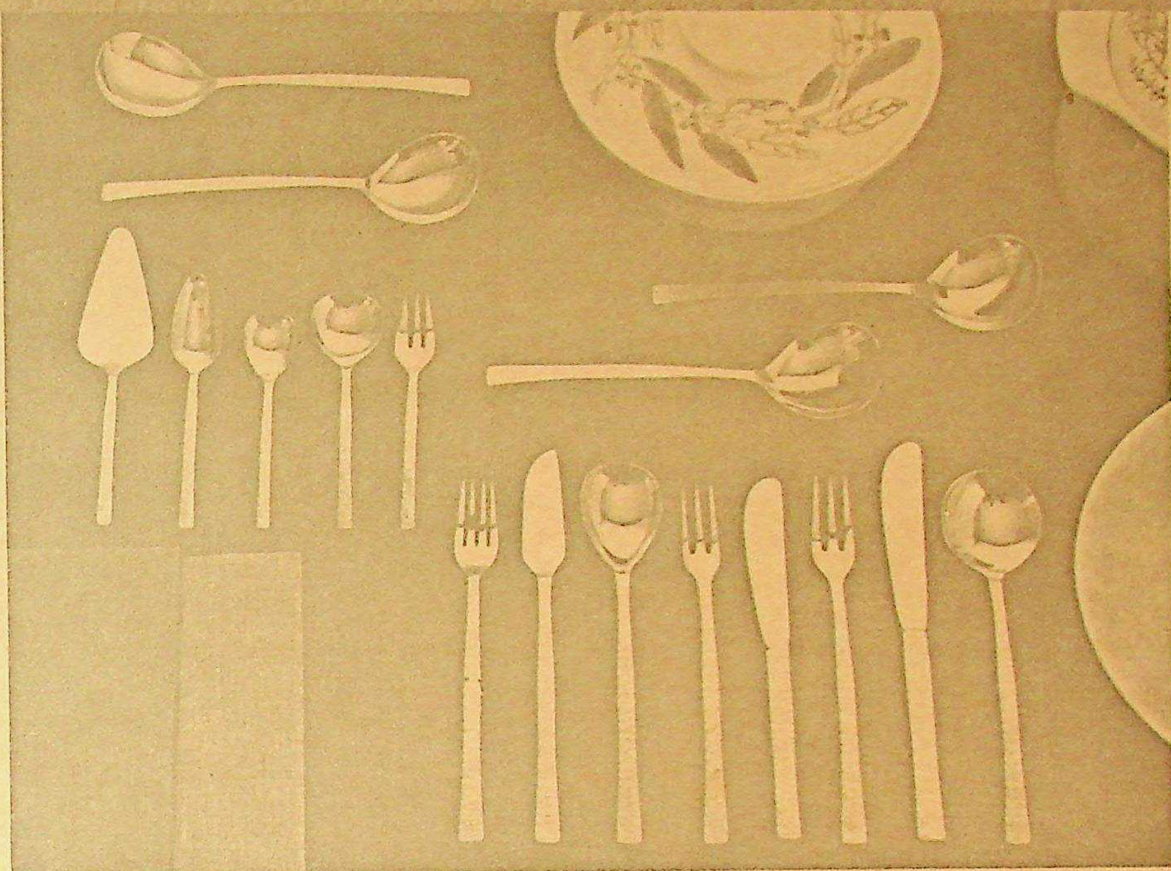
May, 1964

p. 51

(advertisement at upper right)

XD-54/12

p. 250



'STUDIO' CUTLERY

One of the heaviest advertising campaigns in the history of British cutlery is being used by Viners of Sheffield to promote "Studio" – their unorthodox new cutlery pattern in textured stainless steel.

The pattern, by leading gold and silversmith designer, Gerald Benney, was chosen as a result of an unusual and extensive market survey. Some two hundred housewives aged between 23 and 45, were invited to state their first three choices from six top-selling seven-piece place settings. "Studio" was placed at random among these settings. At no point did Viners attempt to guide or influence housewives in their choice. When the votes were counted, "Studio" came out three-and-a-half times ahead of its nearest rival.

Mr Benney sees his design as a breakaway from the clinical monotony

which he considers has been overtaking stainless steel designs. "One pattern looks much the same as another and there is a note of monotony in tableware departments. I have tried to produce something different and I am confident it will prove popular".

In view of the designer's sparkling effect, it might be argued that silver or silver-plate would have been a more natural medium for the cutlery.

But the view was taken that to be a best seller a cutlery pattern should be progressive in design, reasonably priced, easy to look after and like sterling silver, last a lifetime. Mr Benney believes that in "Studio", Viners have combined all these points and produced cutlery which will harmonise with fine bone china and earthenware. While the final effect of the textured handles is closer to silver

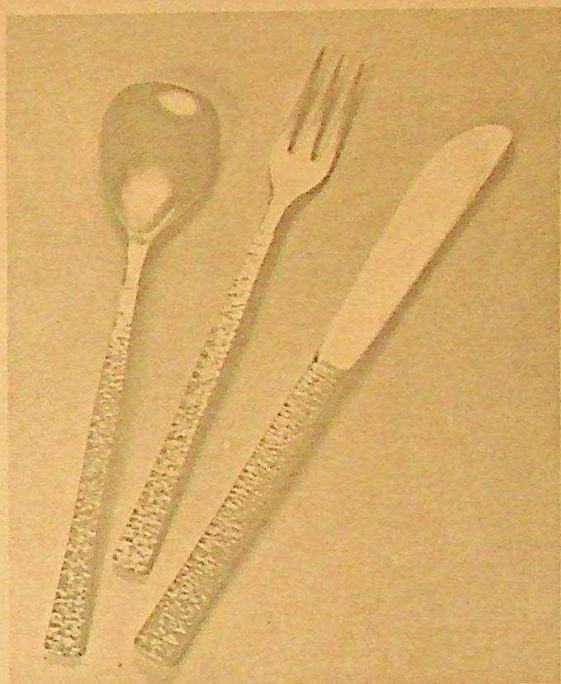
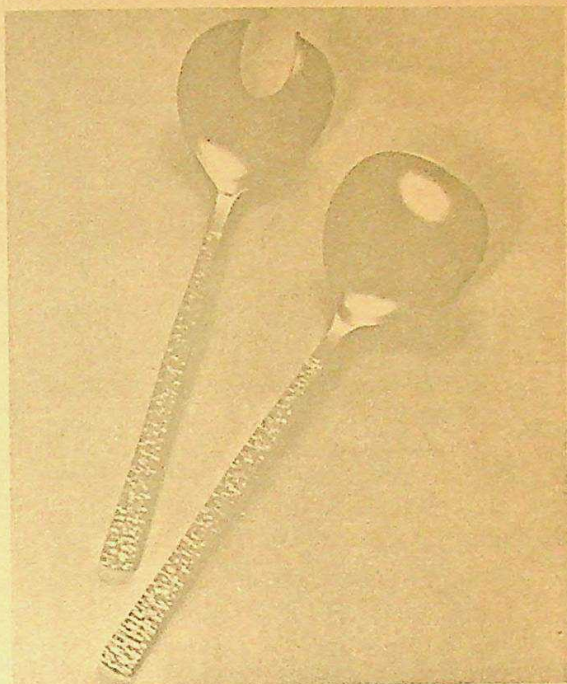
than stainless steel, it has most of the advantages of the latter metal.

Viners sales director, Mr Leslie Glatman, commenting on the new pattern at Viners showroom in Argyll Street, London, said: "A great deal of thought has been given to this project. We told Mr Benney that we wanted an English design, for we had no intention of slavishly imitating the Scandinavian style. While we wanted a design with no gimmicks, it was important that it be in keeping with modern decor. Also the tool had to have proper balance and the knife blades had to spread as well as cut".

The new design differs in many respects from traditional patterns: there is no pronounced straight-line taper on the handles; curves, not so noticeable at first glance, give the design a slender elegance; the "squared" ends are not

XD-54/12

P. 251



completely angular, the corners having been smoothed into a subtle curve and the knives have no sharp edges to irritate the palm and the weight is rightly balanced in favour of the blade.

Additional surface interest is given by the two-tone nature of the design, the ripple textured handles contrasting effectively with the sparkle of the highly polished bowls and blades. The slim-line effect of the "tear-drop" tea, dessert and tablespoon is another distinctive feature.

Viners have placed special emphasis on eye-catching prestige packs which also serve as drawer storage units. These build-as-you-buy units are sculptured in polystyrene and hold half a dozen of each of the 16 different items which comprise the "Studio" range. It is also available in presentation cases and mahogany bridal cabinets.

The range comprises: Polystyrene Build-As-You-Buy Packs - coffee spoons, tea spoons, dessert forks, dessert spoons, soup spoons, fruit spoons, pastry forks, grapefruit spoons, table spoons, table forks, pairs fish eaters, table knives and dessert knives.

Gift Packs - coffee spoons, tea spoons, pair salad servers, seven-piece fruit set, pastry forks and cake lift, cake

lift, four-piece starter set, seven-piece place set and six pairs fish eaters.

Leatherette Cases - coffee spoons, tea spoons, grapefruit spoons, pastry forks and cake lift, seven-piece fruit set, six pairs of fish eaters, 24-piece set, 26-piece set and 38-piece set.

Mahogany Canteens - 44-piece bridal canteen, 56-piece lift up lid coffee table, 50-piece cabinet, 75-piece cabinet and 110-piece cabinet.

Opposite page: A selection of pieces from the new 'Studio' range.

Above left: 'Studio' salad servers.

Above right: knife, fork and spoon, showing clearly the textured stainless steel handles.

Below: Leslie Glatman, Viners' sales director (centre right), Mr John Humphriss London showroom manager, (right) and publicity consultant Janice Lloyd, discuss the new range with a leading stockist at the launching party on January 21st.



XD-54/12



We are Incurable Romantics

OCT., 1963

ve been since 1824. We discover an ancient rose beautiful baroque curve and recapture it in sterling. The silver must be as beautiful as its inspiration. Each pattern we conceive, every spoon or oyster shell we craft, we know intimately. How warmly it responds to candlelight. How it harmonizes with

modern as well as traditional surroundings. How perfectly it balances in your hand. Never shall we recover from our incurable ideal. To give you sterling of the very finest. Reed & Barton Sterling lasts as long as we believe love should. And we are irrevocably romantic about that.

p.85

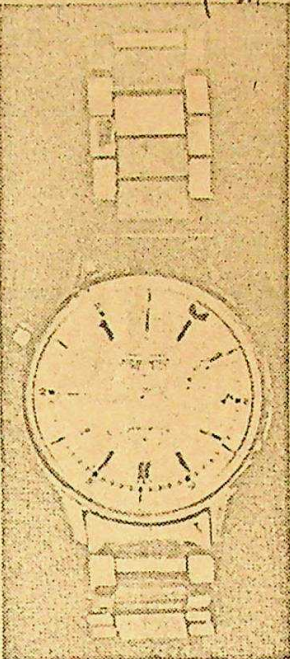
Reed & Barton MADemoiselle

~~AD 54/12~~

~~AD 54/12~~

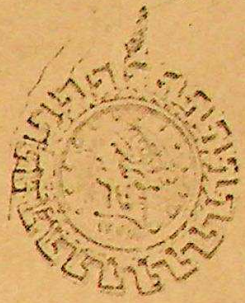
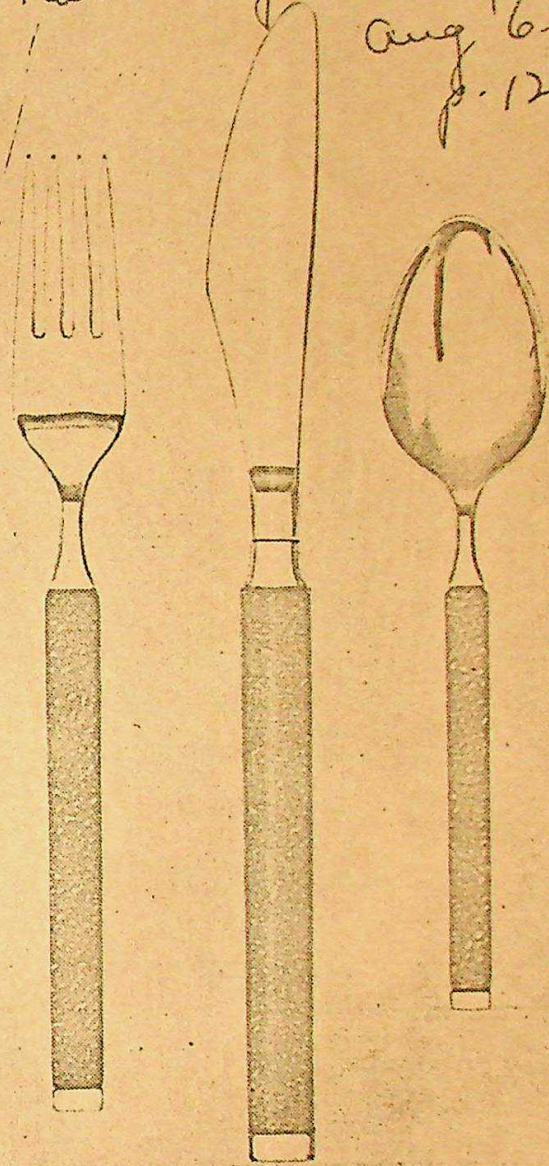
National Jeweler

Aug '63
p. 124



Rugged One of the Seiko watches to be shown (Ballroom Mezzanine, M-126) is the Seiko Matic which features unbreakable mainspring, water-proof case, a set time reminder device and center sweep second hand.

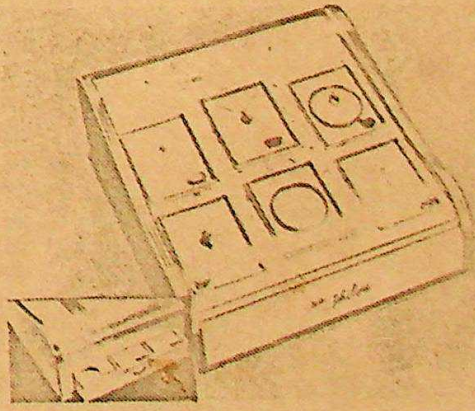
Santa He opens and closes his sack, moves from side to side and up and down. He weighs 18 pounds. This and many more mechanical toys are offered by Display Arts, Inc. (Ballroom Mezzanine, M-127).



Greek This key design coin frame (above) for gold coins, offered by Wideband Jewelry Co., is available in 10 different sizes for U.S. and popular foreign coins. This and other items will be on view at the Wideband booth (Ballroom, B6 through B-10).

Morocco An addition to the Gorham stainless line is achieved by oxidation of the handle giving the look and feel of fine Morocco leather. The Morocco pattern (left) and its companion design, Casablanca, will be on display with the Gorham exhibits in rooms 877, 879, 881, 883, 885.

Baby Philips Manufacturing Co. will offer this baby jewelry for inspection at the show. The assortment shown below comes with the free display case. Philips will be located in room 963.

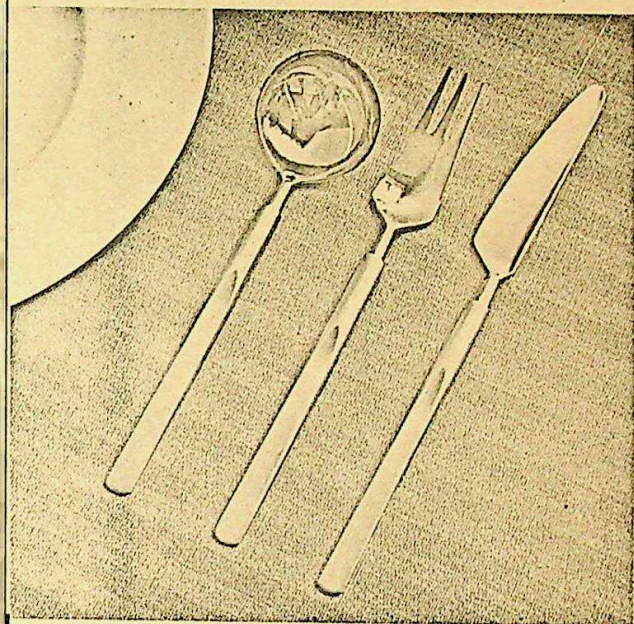


XD-54/12

a Treasury of Scandinavian Design 1963

© 1961 rec'd. Jul. 24,

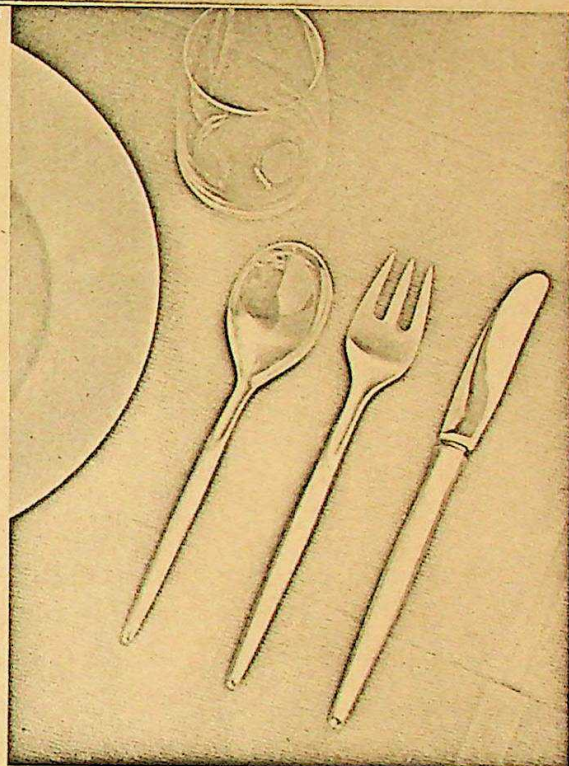
p. 254



384

384: 'Obelisk' cutlery, in stainless steel, designed in 1954 by ERIK HERLÖW, Denmark, for *Universal Steel Co. Ltd.* In this set steel may be seen in its own right: it does not imitate silver either in form, hue, or surface treatment. On the contrary, it exploits the advantages it has in comparison with silver—its hard resistant surface and its high breaking-strain, which allow slender dimensions. Technically, 'Obelisk' is something new. Spoons and forks in steel are generally stamped out of steel plate, but all 'Obelisk' pieces are wrought from a single length of rod with the help of a large drop-hammer. Since all three parts are thus of the same material, they are not distinguished by any difference of hue in the steel, such as one finds in many steel cutlery sets in which spoon and fork are stamped out of plate and the knife-blade forged.

385: 'Tulip' cutlery in silver, designed in 1953 by OLE HAGEN, Denmark, for *A. Michelsen*. In this set the shape suggests natural forms—the beautiful relationship between a leaf and its stem. The artist has nevertheless avoided the blurred



385

of spoon and fork are carried some way up into the handle, which at this point is shaped like a tube, thereby achieving great strength with a minimum of material.

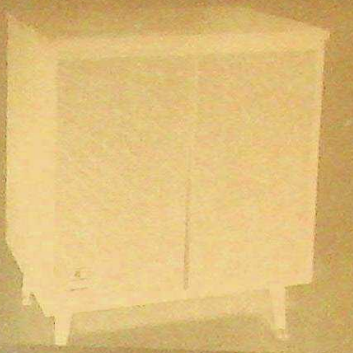
386: Coffeepot in sterling silver with cane-bound handle and ivory knob on lid; designed in 1950 by ERIK HERLÖW, Denmark, for *A. Michelsen*. In his silver vessels Herlow employs entirely modern media and ideas: plain simple forms, a matt

undecorated surface, consideration of function. At the same time he maintains links with traditional smith's work. In some respects he emphasises the reflection of light by using the rococo pattern of sharp angles and surfaces. In others he makes a new addition to the traditional form. In this set he thus started with a form that has lasted hundreds of years and but the result is an entirely contemporary work.



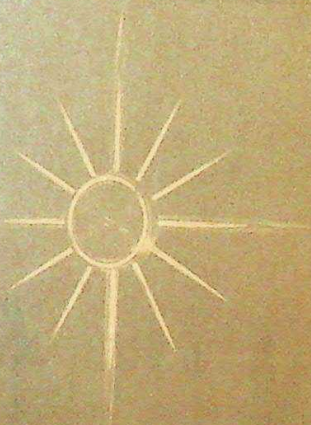
XD-54/12

NATIONAL JEWELER
MAY, 1963 P-23

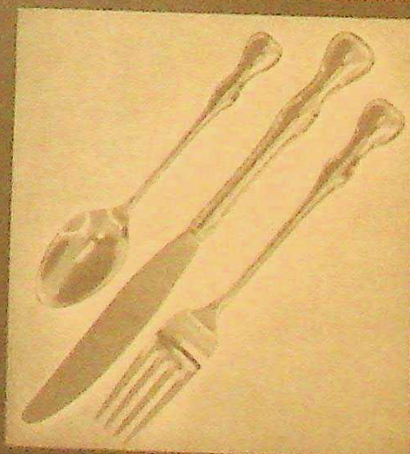


The Golden Shield stereophonic console has an automatic 4-speed record changer and walnut rubbed finish cabinet. It also has a dual channel sound system with master control panel and a balanced speaker system that creates full resonance for highs and lows. From Golden Shield Corp., Great Neck, N.Y.

The "505 Railroad Special" comes in two case styles, stainless steel and another in stainless steel with 10 kt. gold filled cap. Both have full numeral dial and sweep second hand. Prices start at \$89.50. From Hamilton Watch Company (Lancaster, Pa.).



The "Starguide" comes in two models, cordless—battery-powered, and electric. It is 33" in diameter, 2" deep and has a 7" dial. The cordless unit sells for slightly under \$29.95, while the electric one retails for slightly under \$19.95. From The Sunbeam Corp. (5400 West Roosevelt Rd., Chicago 50).



"Modern Provincial" is the newest pattern in stainless put out by Reed & Barton. A 16 piece set retails for \$49.95, which includes a pine finish set at no extra cost. Free packaging also available with larger sets. The design will be kicked off with a spread of *Flute & Garden*. Dealers who order 20 or more net orders will have a 10% discount. Point of purchase material is also available. For more information contact Reed & Barton Silversmiths (Taunton, Mass.).

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MIDWEST JEWELERS FINANCE CO.

14 WEST SEVENTH ST., ST. PAUL 2, MINN.

XD-54/12

p. 95
MADEMOISELLE

GORHAM

MADEMOISELLE

MAY, 1963

The new romantic look
in sterling...

Rose Tiara

Lasting symbol of your
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of your life.

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THE GORHAM COMPANY
PROVIDENCE 2, RHODE ISLAND





LP-160 is the catalogue number for this two-tone ladies' ring. It has six brilliant cut sapphires, each of which is prong set. In the center is a cultured pearl rising from a ribbon design. It comes in 14 kt. yellow and white gold and costs \$87 keystone. From Bridal Ring Co. (88-06 Van Wyck Expressway, Jamaica 18, Long Island, N. Y.).

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FINANCING IS OUR EXCLUSIVE EFFORT**

Our operations are limited to the jewelry trade.

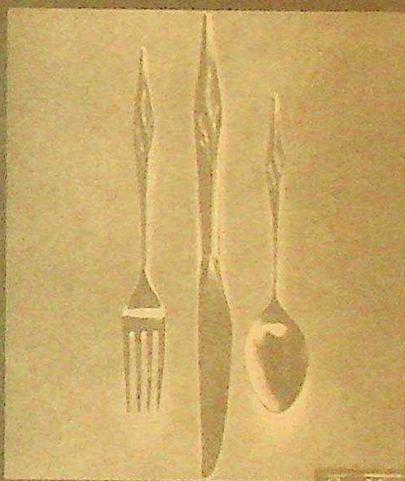
Strictest Confidence Assured!

Your Inquiries Solicited!

WRITE NOW . . . OR PHONE COLLECT
612-224-5624

MIDWEST JEWELERS FINANCE CO.

14 WEST SEVENTH ST., ST. PAUL 2, MINN.

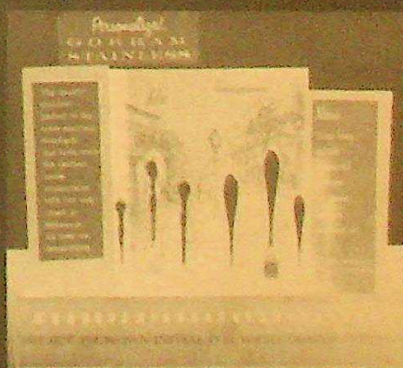


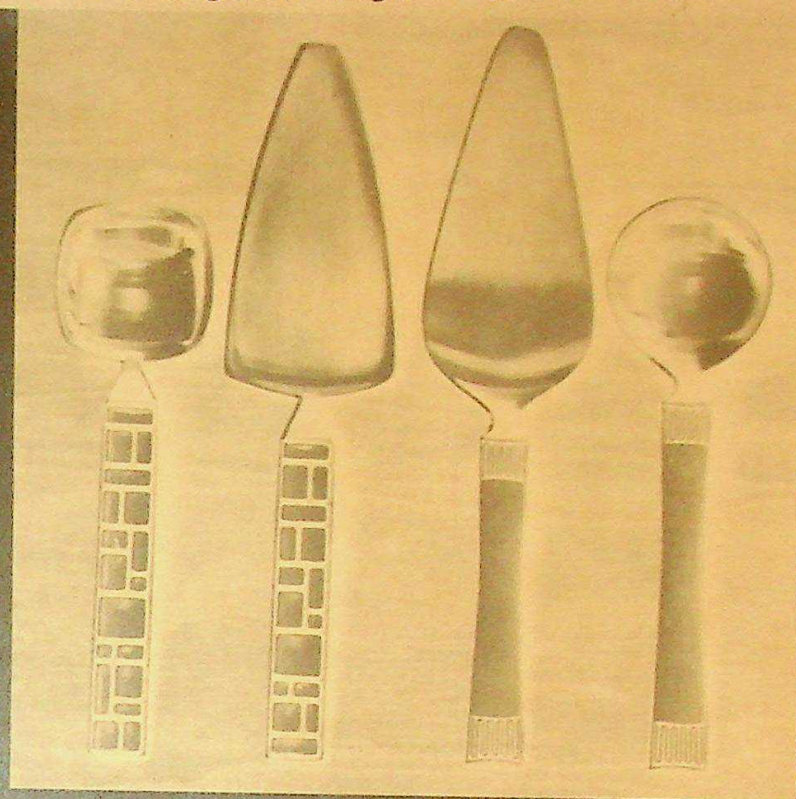
"Still Mead" is a new pattern in sterling silver. A 32 piece service for eight (forks for \$250 (f. t. i.)) From Wallace Silversmiths (c/o Hamilton Watch Co., Lancaster, Pa.).

Called the "only pen in its price range with point tipped with precious metal," the \$1.95 Sheaffer Pen also comes with a comfort grip design making it easy to hold and write with. It comes in four different colors along with a chrome-finish band and clip. From Sheaffer Pen Co. (Ft. Madison, Iowa).



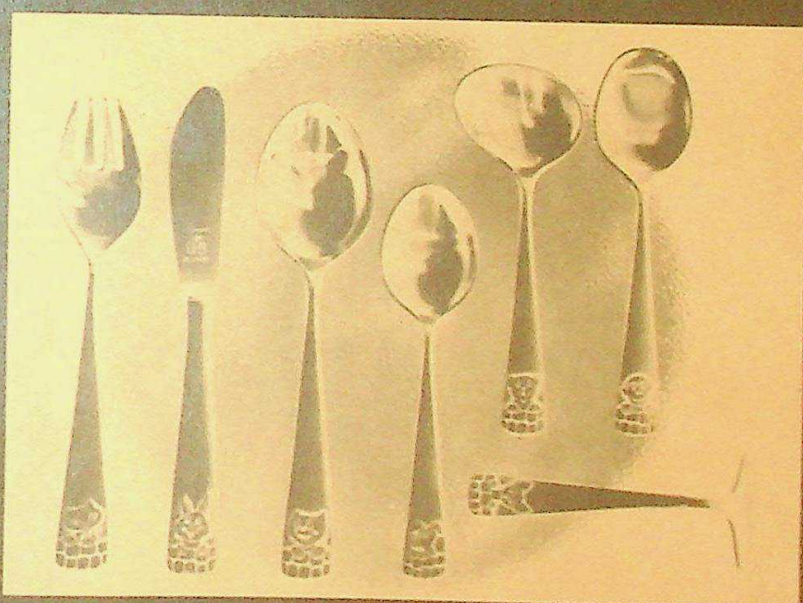
"Folie" and "Georgetown" are two new patterns in Gorham stainless flatware. Both patterns can be etched with an engraved Old English initial for a personal touch. To help introduce the new Gorham is offering a display (shown here), along with ad mats and individual customer mailers. They are available in 24 piece service for six, 50 piece service for eight, and 74 piece service for 12. For information contact Gorham Company (333 Adelaide Ave., Providence).





P. Bruckmann & Söhne, Heilbronn

Zierlöffel und Tortenspaten in Silber, Entwurf: Peter Quattländer und Fred Danner; Kinderbesteck, Silber oder 90 g versilbert, Entwurf: Fred Danner / Adorned spoons and cake server in silver - Silverware for children, silver or silver plated 90 grams / Petites cuillères et pelle à gâteaux en argent; couverts en argent ou argentés à 90 g pour enfants

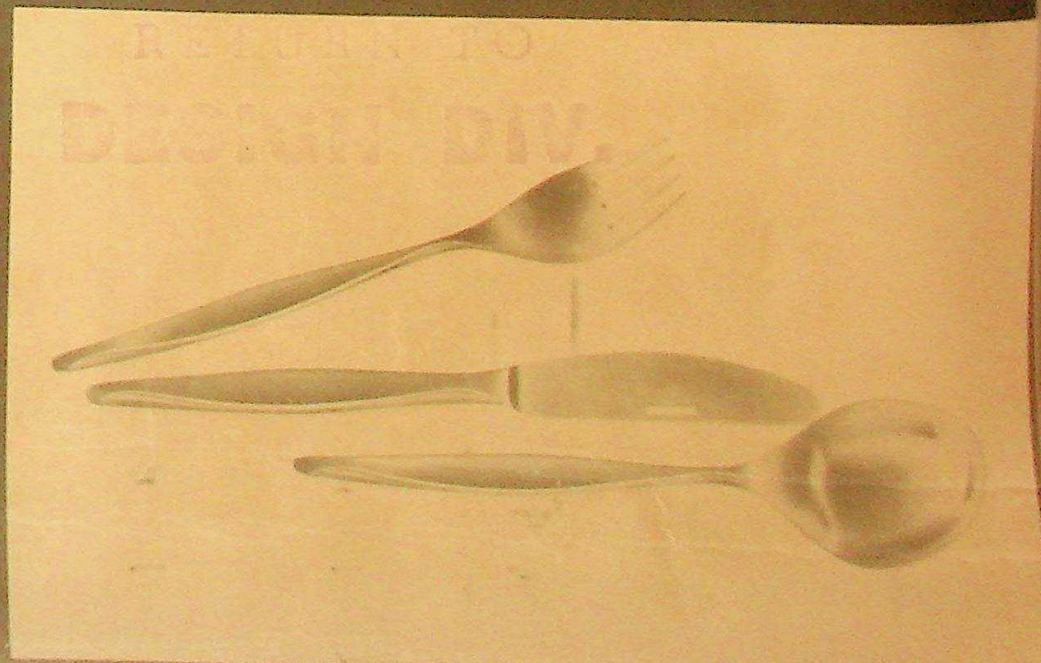


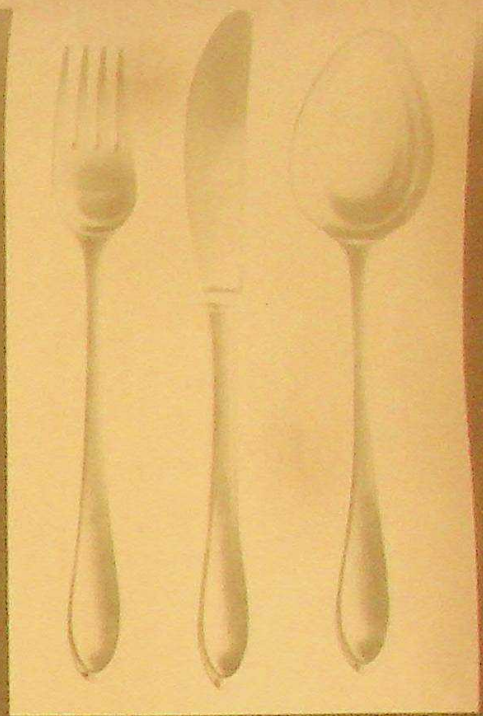
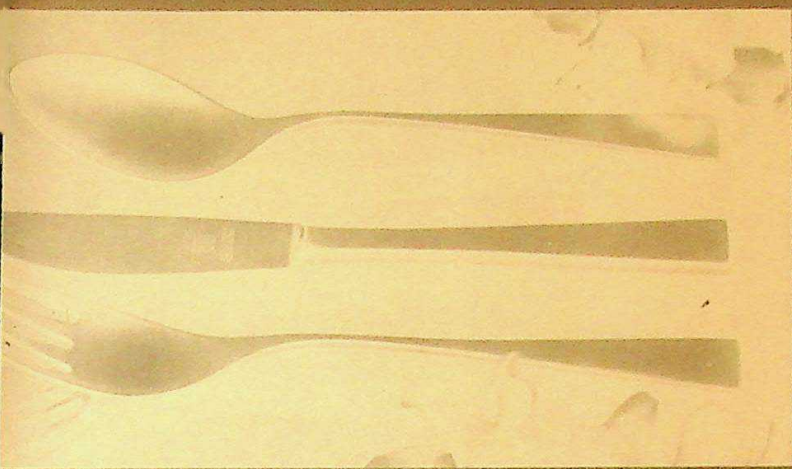
Unten:

Auerhahn-Besteckfabrik, Altensteig

Besteckmodell „Marion“, Ausführung: in Silber 800/000, 90 g versilbert oder Ultrasil rostfrei / Silverware, „Marion“, design in silver 800/000, 90 grams silver plated or Ultrasil / Couvert modèle „Marion“ exécuté en argent 800/000, argenté à 90 g ou ULTRASIL

MODELLE ZUR MESSE





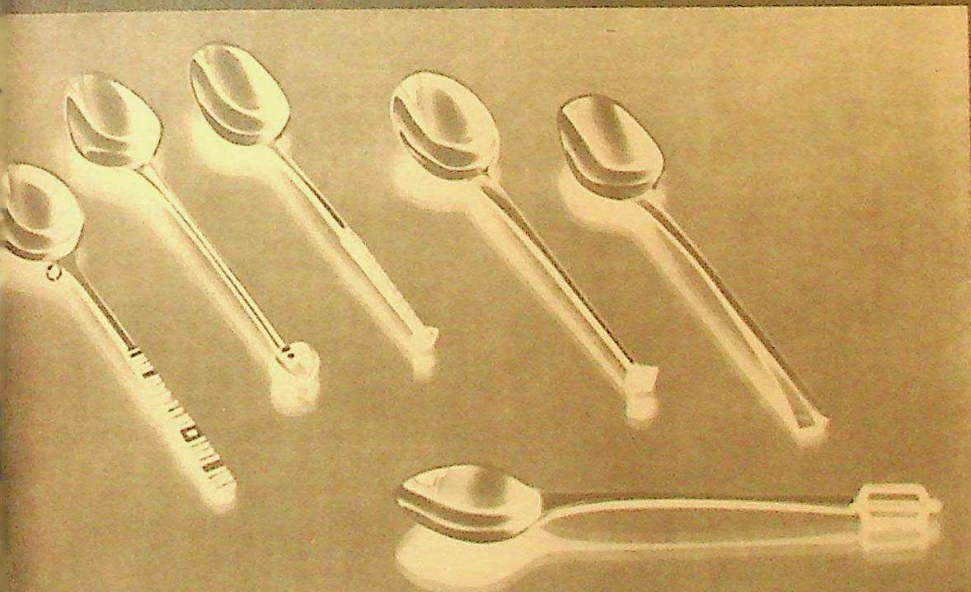
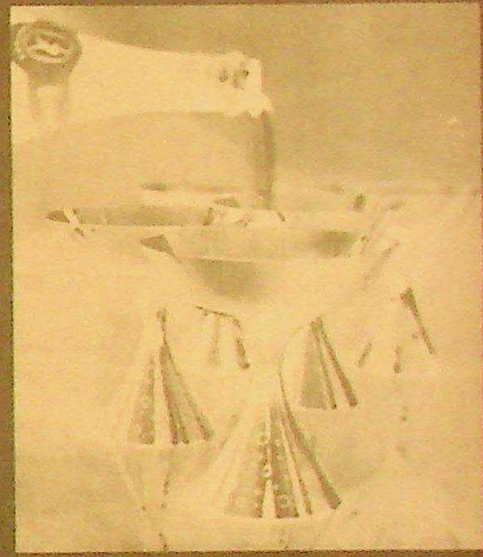
W. Seibel, Mettmann

Besteckmodell 1962, Sterlingsilber, Alpaka 100 g Silberauflage oder rostfreier Chrom-Nickelstahl, Entwurf: Prof. Dr. Braun-Feldweg / Silverware model 1962, sterling silver, plated German silver 100 grams or chromium-nickel steel / Couvert modèle 1962, argent à sterling, alpaca plaqué argent 100 g ou acier au chrome-nickel

Rechts:

Koch & Bergfeld, Bremen

Besteckmodell 69500, Ausführung in Silber, Sektschalen, Sterlingsilber / Silverware Model 69500, design in silver, Champagne glasses, sterling silver / Couvert 69500 en argent; coupes à champagne en argent à sterling



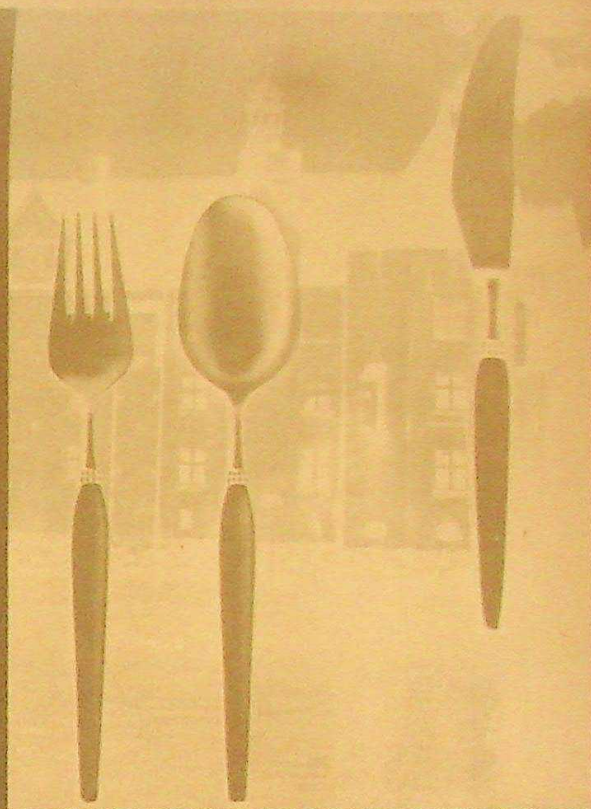
van Kempen & Begeer, Zeist/Holland

Neue Zierlöffel in Silber, Entwurf: Gustav Beran / New adorned spoons in silver / Nouvelles petites cuillères en argent



G. Kurz, Schwäbisch Gmünd

Schalen, Vasen und Service in Silber / Bowls, vases and service in silver / Coupes, vases et service en argent



Robbe u. Berking, Flensburg

Besteckmodell „Royal“, Silber oder 90 g versilbert / Set „Royal“, silver or silver plated 90 grams / Couvert modèle „Royal“, argent ou argenté à 90 g

p. 259

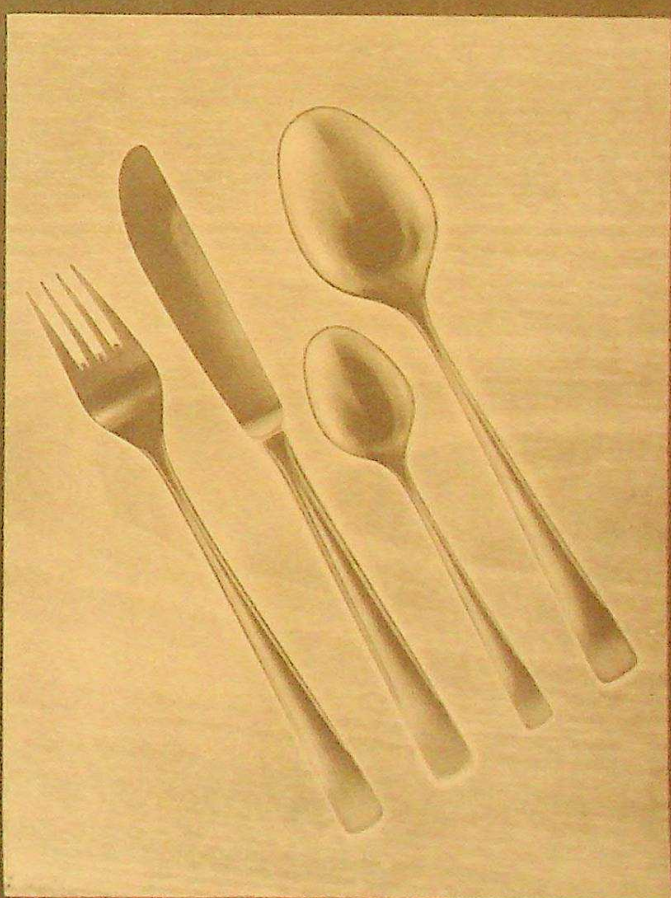
OKA Otto Kaltenbach Besteckfabrik GmbH, Altensteig

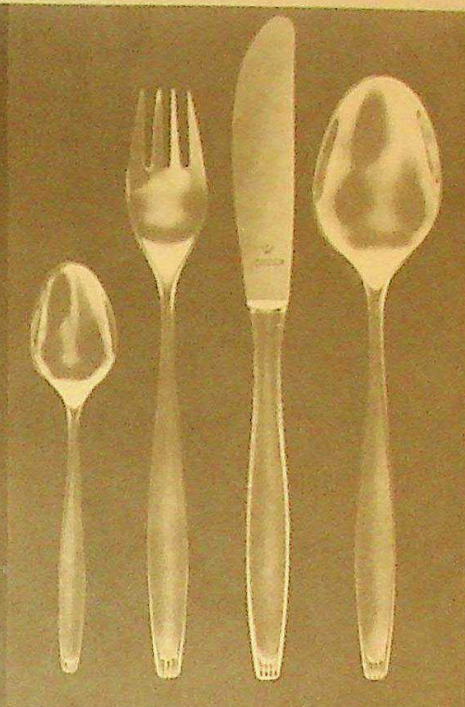
Besteckmodell „Island“, Ausführung 90 g versilbert / Model „Island“ design 90 grams silver plated / Couvert modèle „Island“, argenté à 90 g



Johann Beck, Schwäbisch Gmünd

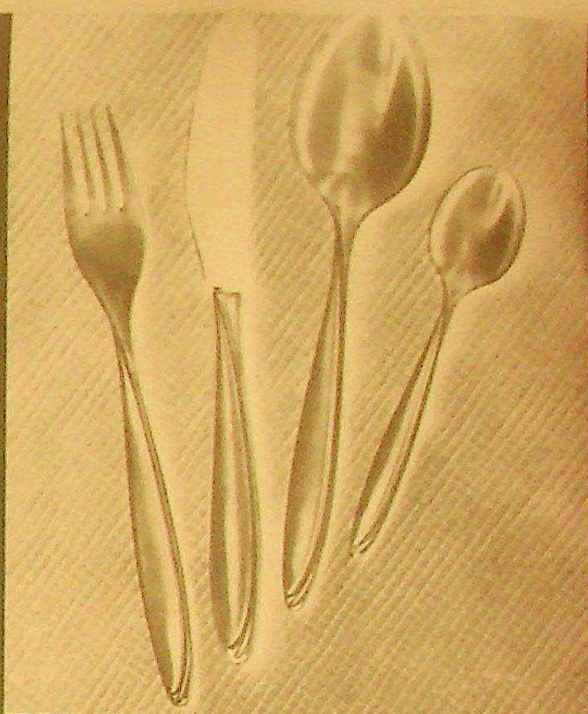
Vase in Silber; Karaffe und Glas mit Silberbeschlägen / Vase in silver. Carafe and glass with silver trimmings / Vase en argent; carafe et verre agrémentées d'argent





M. H. Wilkens & Söhne AG, Bremen

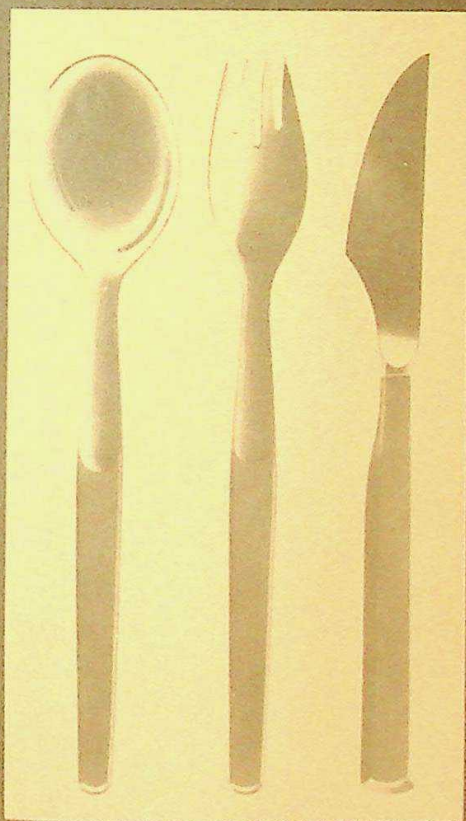
Besteckmodell „Martina“, Ausführung 90 g versilbert /
Model „Martina“, design 90 grams silver plated / Couvert
modèle „Martina“, argenté à 90 g



Heinrich Haupt, Lüdenscheid

Besteckmodell „Ilona“, Alpaka 90 g versilbert oder Roneusil / Model
„Ilona“, plated German silver, 90 grams, or Roneusil / Couvert modèle
„Ilona“, alpaca argenté à 90 g ou Roneusil

MODELLE ZUR MESSE

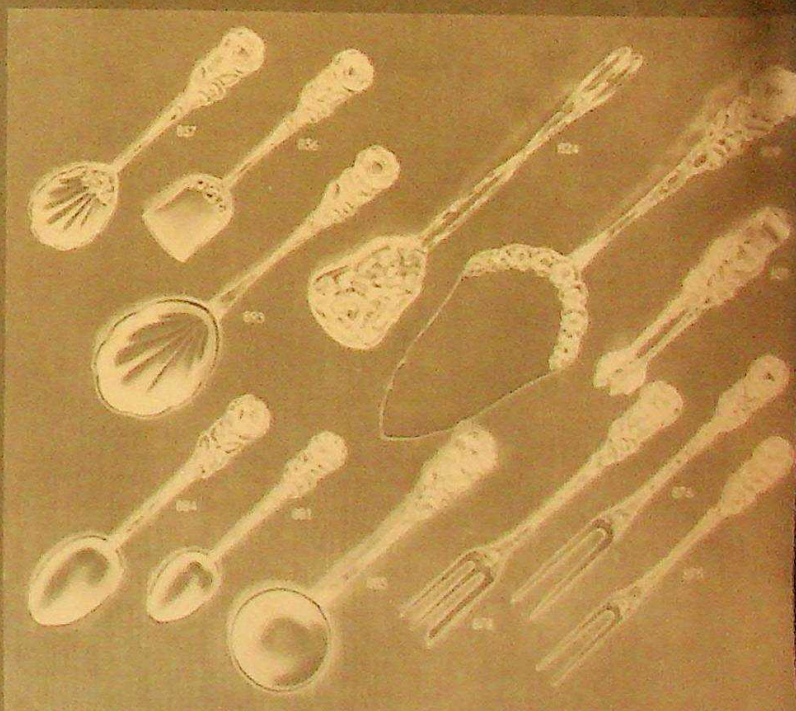


Hopeakeskus Oy, Hämeenlinna/Finnland

Besteckmodell „Marski“, Sterlingsilber oder Alpaka 90 g
versilbert / Model „Marski“, sterling silver or plated
German silver, 90 grams / Couvert modèle „Marski“,
argent à sterling ou alpaca argenté à 90 g

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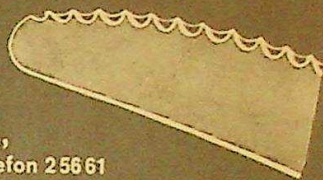
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Smaragde Rubine Saphire

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Jade**

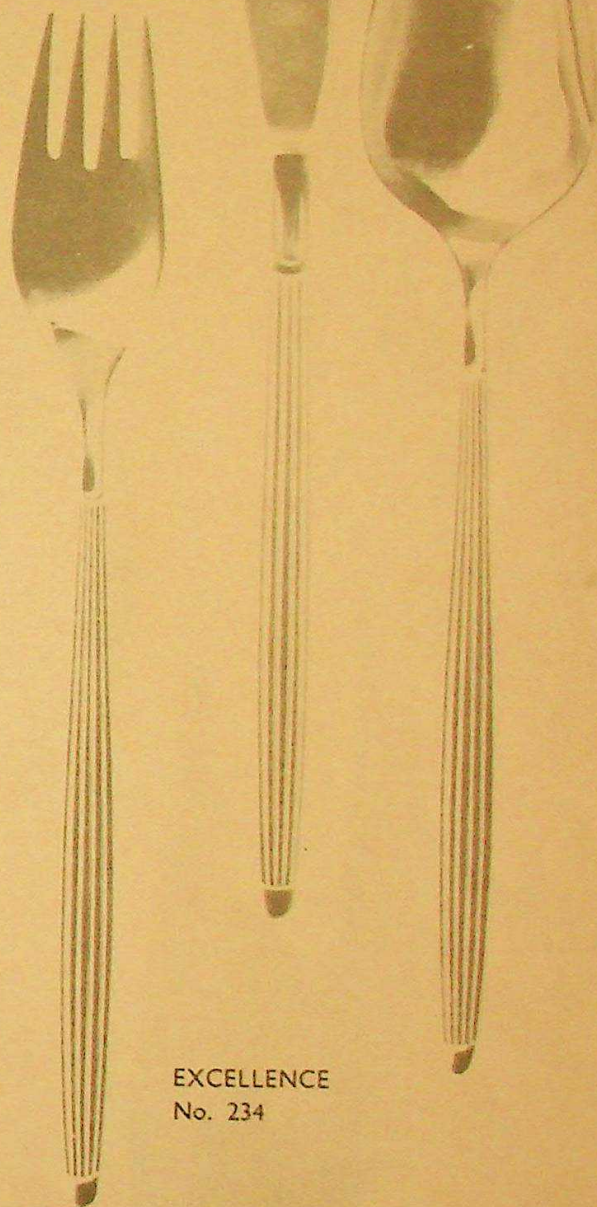
Mondsteine
Türkise
Perlen
Korallen
Malachit

sowie sämtliche Farbsteine

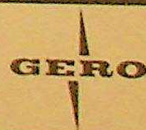
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No. 234



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Hannover-Messe 1963: Messehaus 19, Stand 1-G-4 und 22

Meinung des Einsenders

Zum Besteckwettbewerb 1962 in Krefeld

Mit Interesse habe ich in der Nummer 2 der DGZ den Bericht über den Besteckwettbewerb 1962 in Krefeld gelesen. Auch mir liegt, wie den Initiatoren dieses Wettbewerbes, die Förderung der guten Besteckform seit Jahren am Herzen. Wenn ich aber die Abbildung des preisgekrönten Entwurfes von Jens Quistgaard betrachte, bestätigen sich meine Bedenken gegen diese Krefelder Veranstaltung, Bedenken, die offenbar nicht nur die Firma Robbe u. Berking, sondern auch andere Hersteller veranlaßt haben, sich nicht daran zu beteiligen.

Dem Entwurf von Jens Quistgaard, der mit dem „Goldenen Löffel“ ausgezeichnet wurde, fehlt nicht ein gewisser Reiz. Diese Lösung, einen stiftartigen Stiel mit einer eiförmigen Laffe oder Hand zu verbinden, mag formal gelungen sein. Dennoch bleibt ein entscheidender Nachteil: Dieses Besteck läßt sich nicht verkaufen! Jedenfalls nicht in Deutschland.

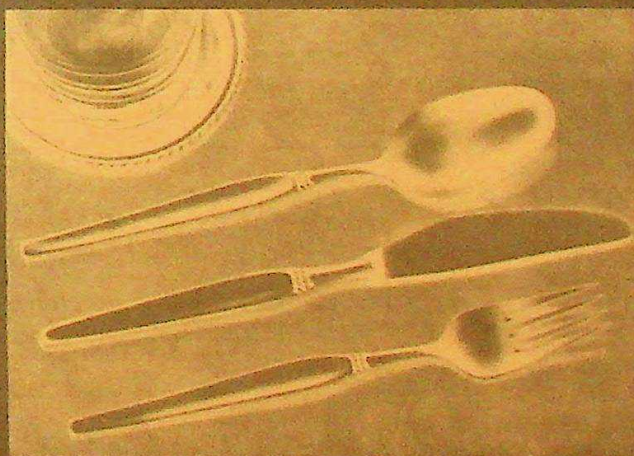
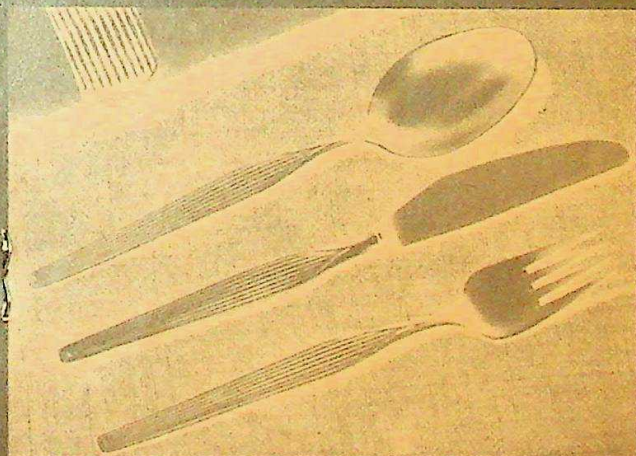
Der Sinn eines Wettbewerbes unter Besteckentwerfern kann aber doch nicht eine bloße Spielerei mit der Form sein. Wenn von einer solchen Ausschreibung Anregungen für bessere Besteckformen ausgehen sollen, dann müssen die gezeigten Entwürfe für die Besteckindustrie verwertbar sein oder ihr zumindest Anregung geben, denn sonst gelangen sie nicht in die Hände des Verbrauchers. Für eine moderne Besteckfabrik mit ihrem auf Massenanfertigung ausgerichteten Produktionsapparat aber ist ein versilbertes Besteck, dessen Dutzendteile nicht in Serien von mindestens 500 Dutzend gefertigt und verkauft werden können, aus Kostengründen nicht tragbar. Und auch für die Herstellung silberner Bestecke gibt es eine untere Losgröße, bei deren Unterschreitung keine Rentabilität mehr gegeben ist.

Das bedeutet nicht, daß ich dem sogenannten Durchschnitts-

geschmack das Wort reden möchte. Es gibt viele Beispiele der Konsumgutgestaltung, die beweisen, daß der Verbraucher besser ist als sein schlechter Ruf. Man braucht hier nicht nur die Firma Braun in der Elektro-Industrie zitieren, deren gutgestaltete Geräte einen breiten Absatzmarkt finden. Auch in der Besteckbranche sind die wirklich großen Erfolge nicht die zahllosen Lieschen-Müller-Muster mit rankenden Blattmotiven oder dergleichen, sondern meistens saubere Entwürfe, die dem Materialcharakter gerecht werden, ohne aber deswegen in Extreme zu verfallen. Bruckmann hatte zum Beispiel vor einigen Jahren mit dem Modell „Party“ einen Epoche machenden Erfolg; und unsere Firma konnte mit ihren neuen Modellen „City“ und „Royal“ ihren Marktanteil in einem Maße vergrößern, das wohl in Deutschland seinesgleichen sucht. Ich bin sicher, daß sich die gute Industrieform auch bei Bestecken durchsetzen wird. Nur ist es nötig, behutsam vorzugehen und den Verbraucher nicht zu schockieren. Extreme Formen bringen uns nicht weiter.

Der Gedanke, einen Wettbewerb unter Besteckentwerfern durchzuführen, ist förderungswürdig. Herr Bodo Glaub, den man wohl als den Initiator der Krefelder Ausstellung ansehen muß, hat sich zweifellos verdient gemacht. Nur meine ich, daß man diese erste Anregung nun aufgreifen sollte, um sie auf einer anderen Ebene und unter anderen Vorzeichen weiter zu entwickeln und wirklich nutzbar zu machen. Nach meiner Meinung wäre die „Interessengemeinschaft Silberwaren“ in Schwäbisch Gmünd dazu die richtige Institution. Es würde mich interessieren zu hören, wie andere Besteckleute – Hersteller oder Juweliere – darüber denken.

Robert Berking, Flensburg



Juwelierbesteckmodelle „City“ (links) und „Royal“ (rechts) der Firma Robbe u. Berking, die in 800 000 Silber und 90 g versilbert hergestellt werden

Silber noch in der Hausse

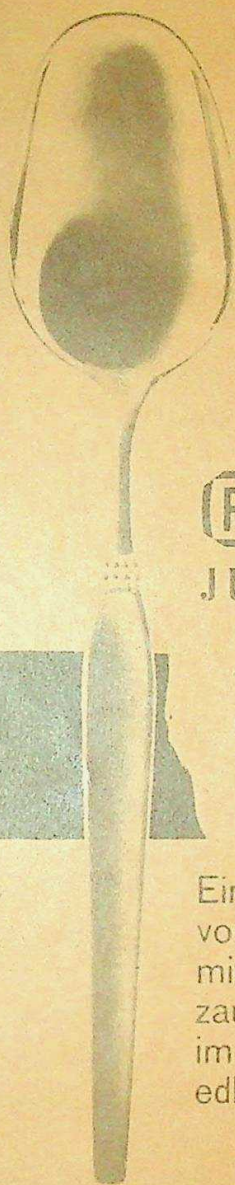
Die Hausse am Silbermarkt hat sich im Berichtszeitraum weiter fortgesetzt. Das Versorgungsdefizit ist von Mocatta & Goldsmid für 1962 auf etwa 60 Mill. Feinunzen geschätzt worden. Die spekulativen Bestände haben bis zum Beginn des neuen Jahres erheblich abgenommen. Da das künftige Angebot an chinesischem Silber nicht vorausszusehen ist und nicht bekannt

ist, über welche Silbermengen die Bank von Mexiko noch verfügt, kann man unter Berücksichtigung der relativ geringen Mengen, die sich mit 40 Mill. Feinunzen noch im Besitz des amerikanischen Schatzamtes befinden, annehmen, daß der Silberpreis 1963 neue Rekordhöhen erreichen wird, meint das englische Handelshaus. Es sei damit zu rechnen, daß der ame-

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von klassischer Schönheit
mit dem Reiz eines
zauberhaften Perlendekors
im zeitlosen Stil
edlen Silbers - das ist...

Royal

Robbe und Berking, 239 Flensburg

Anzeigenschluß für April-Heft
(Messe-Ausgabe): 18. März 1963

Fragen-Antworten

Frage Nr. 1968: Wer ist Hersteller von silbernen Armreifen,
die sich zum Belegen mit Bernstein eignen? F.K.E

Frage Nr. 1969: Wer beizt Achate und Chalzedone grün?
A.S.W.

Frage Nr. 1971: Welche Firma führt das Warenzeichen
„Zeeta“? H.G.P.

Frage Nr. 1972: Wer stellt silberne Likörbecher in Form eines
Fingerhutes mit der Schrift „Nur einen Fingerhut“ her? S.S.H.

Frage Nr. 1973: Wer stellt Goldschmuck (Armbänder usw.)
her, der mit den Buchstaben LG (Monogramm in Schreib-
schrift) gestempelt ist? J.L.T.

Im Interesse der anfragenden Leser bitten wir höflich um Be-
achtung der veröffentlichten Fragen. Für Beantwortungen, die
wir umgehend an den Fragesteller weiterleiten, sind wir
besonders dankbar.

Export-Anfragen

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und unter Beifügung des Rückportos an unsere Schriftleitung zu
wenden. Über die Bonität der Auslandsfirmen können wir
keine Auskunft geben.

Frage Nr. 3096: USA, Los Altos/Calif. Modeschmuck, Korallen- und Perlmutterschmuck. Korr. englisch.

Frage Nr. 3097: FRANKREICH, Paris. Vertretung für nicht-
rostende Bestecke. Korr. französisch.

Frage Nr. 3098: SYRIEN, Damaskus. Vertretung für unechten
Schmuck. Korr. englisch.

Frage Nr. 3099: PERU, Lima. Vertretung für Schmuck und Ga-
lanteriewaren verschiedener Art für Konfektion. Korr. span.

Frage Nr. 3100: BELGIEN, Brüssel. Vertretung für Manschet-
tenknöpfe, auch aus Gold und Silber. Korr. französisch.

Frage Nr. 3101: PAKISTAN, Karachi. Glasperlen, Glasschmuck-
steine, synthetische Edelsteine. Korr. englisch.



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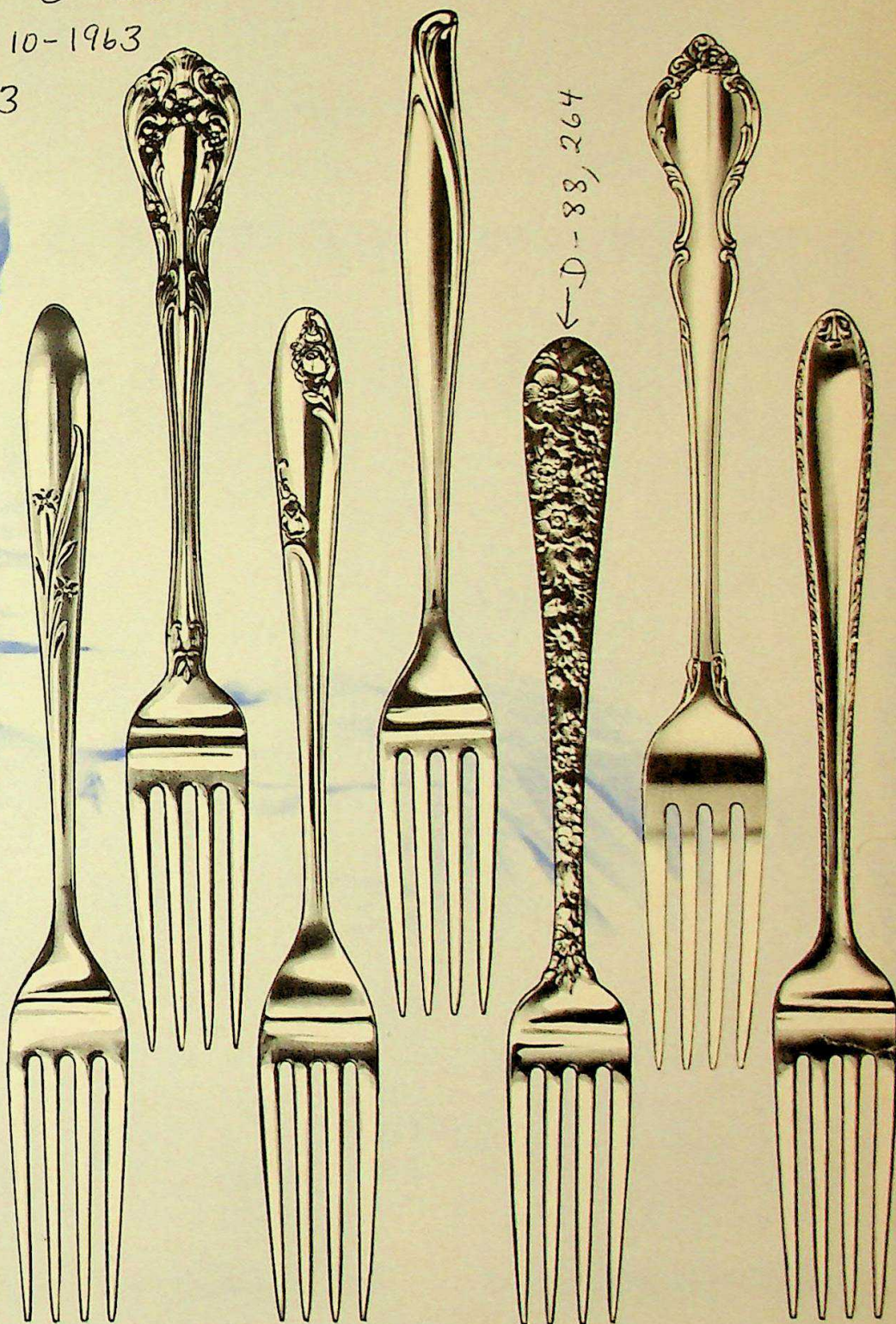
RECEIVED 1-10-1963

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P. 66



~~D-541/12~~



STAR BLOSSOM

CHATEAU ROSE

ROSECREST

SPRING BUD

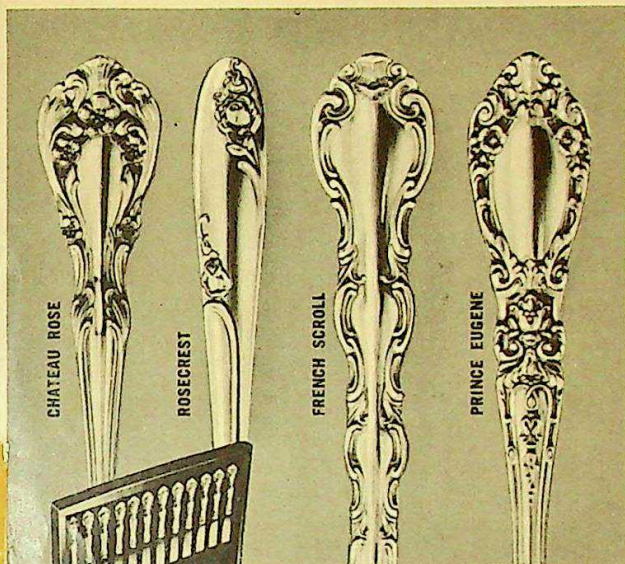
BRIDAL BOUQUET

PIROUETTE

SOUTHERN CHARM

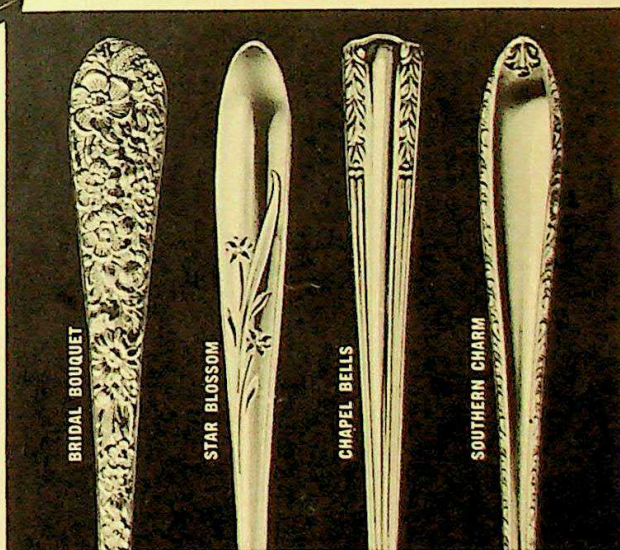
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Six 5-piece place-settings consisting of one each of knife, fork, teaspoon, cream soup spoon and salad fork per setting.

40-PIECE SERVICE

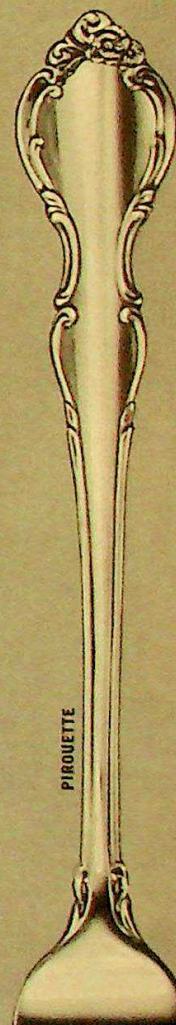
Eight 5-piece place-settings consisting of one each of knife, fork, teaspoon, cream soup spoon and salad fork per setting.

52-PIECE SERVICE

Eight 6-piece place-settings consisting of one each of knife, fork, teaspoon, cream soup spoon, salad fork and butter spreader per setting. Plus four extra service pieces: two table or serving spoons, one each of butter knife and sugar spoon.

76-PIECE SERVICE

Twelve 6-piece place-settings consisting of one each of knife, fork, teaspoon, cream soup spoon, salad fork and butter spreader per setting. Plus four extra service pieces: two table or serving spoons, one each of butter knife and sugar spoon.



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30 Piece Set, Place size, knife and fork	
30 Piece Set, Place size, large knife and fork	
40 Piece Set, Place size, knife and fork	
40 Piece Set, Place size, large knife and fork	
52 Piece Set, Place size, knife and fork	
52 Piece Set, Place size, large knife and fork	
76 Piece Set, Place size, knife and fork	
76 Piece Set, Place size, large knife and fork	

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2 01 5301V25829.....	\$430.46
2 01 7601V34503.....	\$575.01
2 01 7701V37449.....	\$624.10

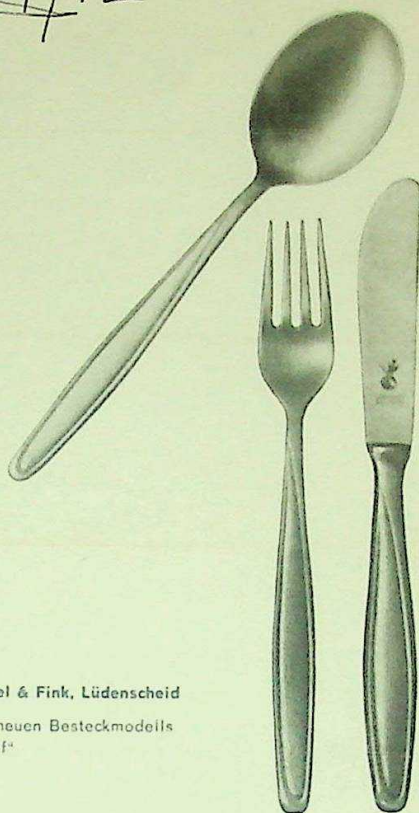
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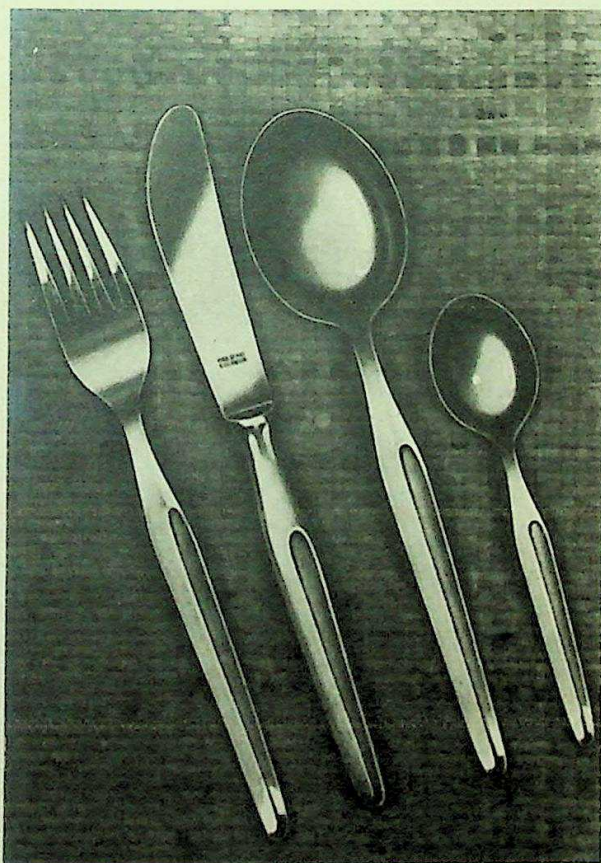
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~~XD-54/12~~



Gebr. Kugel & Fink, Lüdenscheld

Teile des neuen Besteckmodells
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Odiso-Besteckfabrik GmbH., Solingen-Wald

Ansprechendes, schlichtes Besteckmuster für gehobene Ansprüche, Ausführung in Chromnickelstahl und 100 g Hartglanz-versilbert

Nov. 1962 p. 876

Deutsche Goldschmiede-Zeitung

Scheibenmonstranz, wiederum aus der Werkstatt F. Schwerdt und H. Förster, Aachen, und schließlich eine ebenso neuartige Monstranz von Anne von Müller-Schütz, München. In einem Überblick wie diesem (die Paramente müssen wir leider beiseite lassen) zeigt sich doch deutlich, wie regsam, um Formen, Sinn und Farben bemüht, die einzelnen Kunsthandwerker in Deutschland nach wie vor sind. Es ist eine Freude, in diesem Heft die verschiedensten Begabungen in so verschiedener Richtung am Werk zu sehen. Viele davon stoßen zu Lösungen vor, die edel in der Gestalt, reich an Gehalt und handwerklich überzeugend gelungen sind. Vor allem aber dokumentiert die klug zusammengestellte Auswahl, daß sich der neue Geist einer alten Liturgie allerorten durchzusetzen vermochte. Die Kultgeräte tragen ein Gesicht, das den Skeptikern bestimmt und mit einfacher Formkraft entgegentritt. Mit Recht darf von einer neuen Kirchenkunst seit 1945 gesprochen werden. Die Goldschmiede stehen den mutigen Architekten tatkräftig bei. Gerade diesen Willen, am Ganzen mitzuwirken, vermag uns dieses „Münster“-Heft zu verdeutlichen.

Dr. K. G.

Edelsteine, ihr Vorkommen, ihre Beschreibung und Bestimmung. Titel des Originals: GEMS: Their Sources, Description and Identification. Verfasser Robert Webster.

Der ausführlichen Besprechung des englischen Edelsteinbuches, die in Heft 10 auf Seite 774 veröffentlicht wurde, ist noch nachzutragen, daß es im F. G. A. Verlag: Butterworth & Co. (Publishers) Ltd. London W. C. 2. 88 Kingsway, erschienen ist. Der Preis der beiden Bände zusammen ist £ 9,10 s. Interessenten können das Buch beim Verlag der DGZ bestellen.

Das deutsche Firmen-Alphabet

420 000 Firmen von A–Z, Ausgabe 1962, Deutscher Adreßbuch-Verlag, Darmstadt, Preis 40,— DM.

Endlich genügt es, nur den Firmennamen zu wissen, wenn man eine Firma erreichen will. Die Kenntnis von Firmensitz und der Branche wird hier nicht mehr vorausgesetzt. Genaue Firmierung, Ort, Straße, Hausnummer, Telefon und Branche zeigt das Firmen-Alphabet an. Bei Firmen-Neugründungen kann man feststellen, ob es schon Firmen gleicher oder ähnlicher Namen- oder Wortverbindungen gibt. Einkäufer und Verkäufer, Hersteller und Vertriebsfirmen und alle Zweige der Wirtschaft werden mit diesem Lexikon der Adressen dank der für Deutschland neuartigen Anordnung viel Zeit sparen. Das Namensregister mit genauen Firmenbezeichnungen und Anschriften von 420 000 Firmen ist trotz seines Umfangs und seiner Fülle sehr gut übersichtlich und leicht verständlich. Dem Firmenregister ist ein Ortsverzeichnis mit den neuen Postleitzahlen angefügt.

Internationale Frankfurter Frühjahrsmesse 1963

Die Internationale Frankfurter Frühjahrsmesse 1963 findet vom 17. bis 21. Februar statt. Produktionsfirmen sowie Import- und Export-Unternehmen des In- und Auslandes haben die Möglichkeit, ihre Warenmuster aus neuester Produktion in elf Warengruppen auszustellen, darunter Gold-, Silber- und Schmuckwaren, Uhren, Bijouterie und Geschenkartikel.

Aus dem Leben — für das Leben

Sinnsprüche von Walther Goes

Erregung wird durch Erregung verstärkt, durch Milde gemildert. In angenehmer Form kannst du auch Unangenehmes sagen.

An den Andern sehen wir besser, was die Menschen für Fehler machen als an uns selbst.

Auch unser Reden ist ein Handeln.

Beim Korrigieren eines Menschen ist die Gefahr, Fehler zu machen, besonders groß.

MADEMOISELLE
Nov. 1962

P. 31

D54-12-A

92



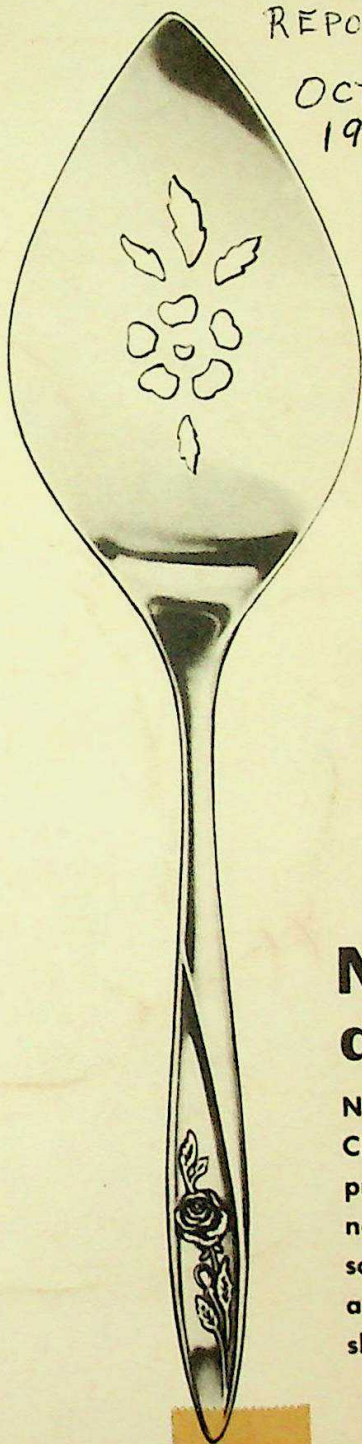
"SAVANNAH" by REED & BARTON

XD 7/

GIFT & TABLEWARE
REPORTER

OCT.,
1962

p. 16



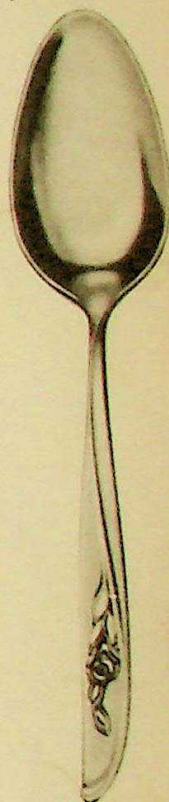
Oneida



Towle



International

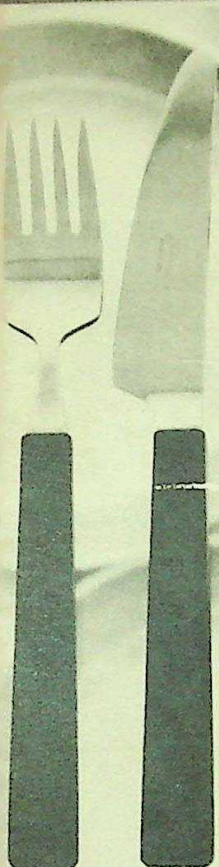


Wallace

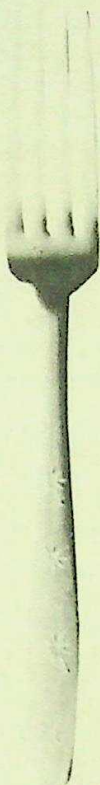
New fall flatware draws a fine line

Now is the time of year to nurture flatware sales. Check your suppliers' full stories on fall price promotions (they're available in abundance), new packaging ideas and national advertising schemes. Then bring your stock up to date by adding new patterns from the latest designs shown here.

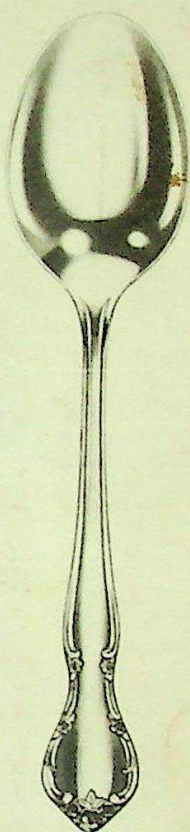
RETURN TO
DESIGN DIV.



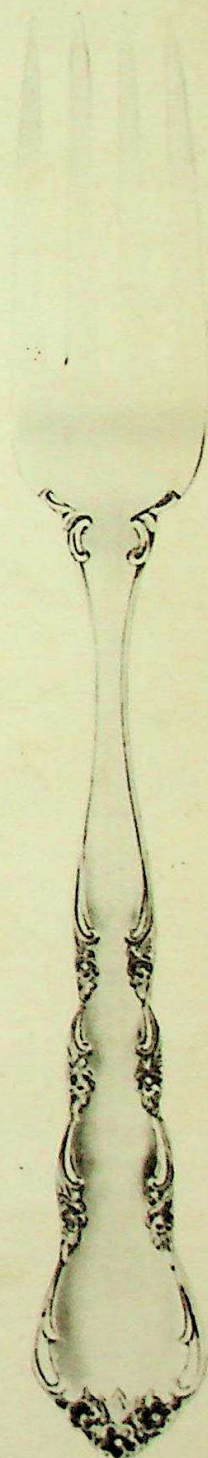
Peter Breck



Berard



Gorham



Samuel Kirk

Left to right

Oneida Silversmiths. Introductory offer in new "Morning Rose" pattern is pastry server for \$1, regularly \$3. Oneida, N. Y.

Towle. New pattern in the traditional mood, sterling "Legato" retails at \$44.95 for 6-pc. place setting. Newburyport, Mass.

International Silver. "Cotillion" stainless steel features hollow handle knives. 50-pc. service, \$49.95 ret. Meriden, Conn.

Wallace Silversmiths. Sculptured rose trims "Penrose" spoon. \$6 each with federal tax; 5-pc. setting, \$37.25. Lancaster, Pa.

Peter Breck. "Triennale De Luxe" from Finland combines rosewood, stainless steel. 5-pcs., boxed, \$12.25. 225 Fifth, NYC.

W. D. Berard. Stainless chrome ware has conventional pattern. 50-pc. set, approx. \$6.99. 1422 Walnut Ave., Niagara Falls, N. Y.

Gorham. Stainless "Jolie" in 24-pc. service retails at \$22.50 (solid knife); \$29.95 (hollow handle knife). Providence, R. I.

Samuel Kirk & Son. Fork is new "Cheryl" pattern in sterling. \$9 ret. incl. fed. tax; 5-pc. setting, \$38. Baltimore, Md.

FORM CD-14
(3-9-59)

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12/29/64

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Mr. Gould

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FROM:

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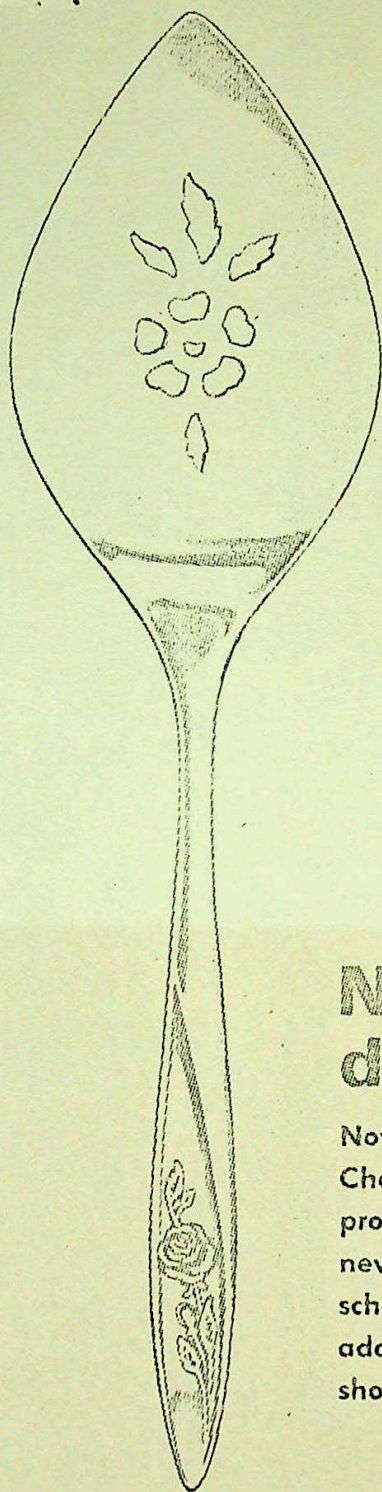
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| <input type="checkbox"/> NOTE AND FILE | <input type="checkbox"/> PER OUR CONVERSATION |
| <input type="checkbox"/> NOTE AND RETURN TO ME | <input checked="" type="checkbox"/> PER YOUR REQUEST |
| <input type="checkbox"/> RETURN WITH MORE DETAILS | <input type="checkbox"/> FOR YOUR APPROVAL |
| <input type="checkbox"/> NOTE AND SEE ME ABOUT THIS | <input type="checkbox"/> FOR YOUR INFORMATION |
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| <input type="checkbox"/> PREPARE REPLY FOR MY SIGNATURE | <input type="checkbox"/> SIGNATURE |
| <input type="checkbox"/> TAKE APPROPRIATE ACTION | <input type="checkbox"/> INVESTIGATE AND REPORT |

COMMENTS:

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spare copy as pp. 16 + 17 are



Oneida



Towle



International



Wallace



Peter

New fall flatware draws a fine line

Now is the time of year to nurture flatware sales. Check your suppliers' full stories on fall price promotions (they're available in abundance), new packaging ideas and national advertising schemes. Then bring your stock up to date by adding new patterns from the latest designs shown here.

p. 16

G&T REPORTER 16

*Gift & Tableware
Reporter
Oct. 1962*

XD-54/12

DE 6-12-R

GIFT & TABLEWARE REPORTER PRESENTING

Patterns of Distinction & Unusual Design

SEPT. 1962

p. 143

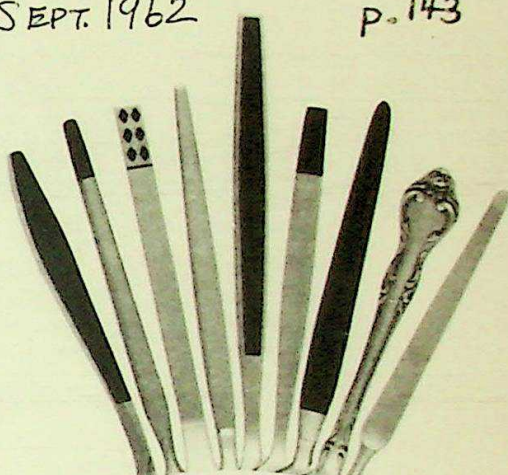
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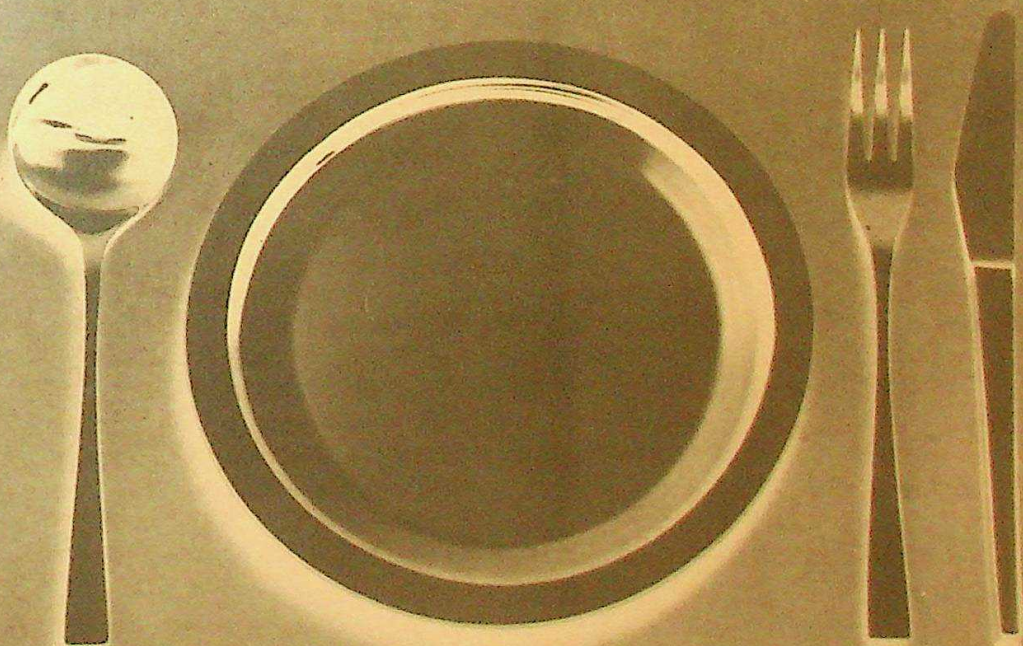
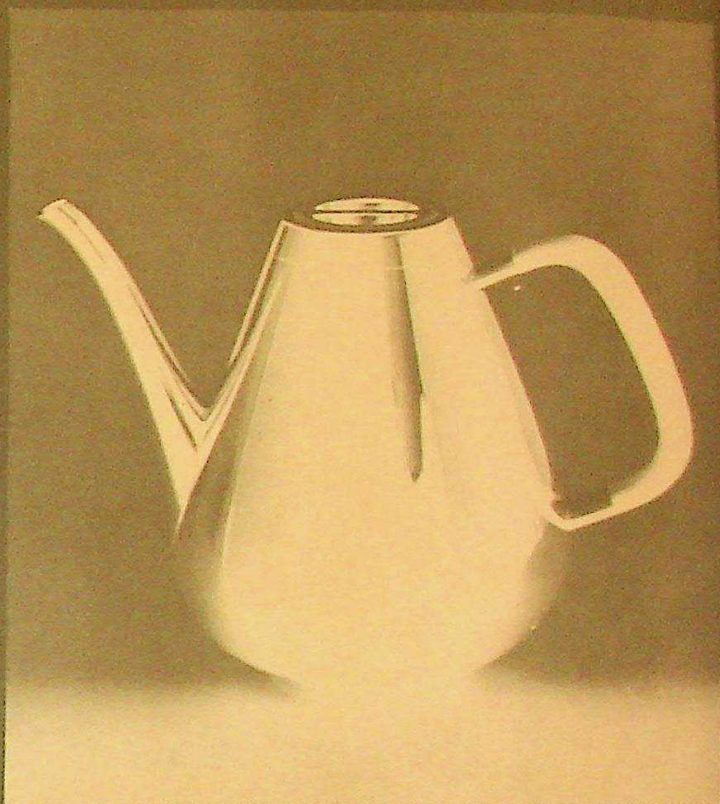
EMBASSY SILVERWARE

One of the projects in the Ministry of Works new drive to commission modern designs of a high calibre is the introduction of a new range of tableware to be used in British embassies and residences abroad. Leading designers have been commissioned to undertake the work, which will include china dinner and teaware and two sets of glassware, as well as the silver discussed here.

A cut crystal glass range, designed by Professor Robert Goodden, is already in production (DESIGN 161/83), and the first set of this silver tableware, designed and made by David Mellor, is to be used in the new embassy in Warsaw. The range includes cutlery, serving dishes, a cruet set, teapot and candlesticks.

When DESIGN reviewed the work of the ministry two years ago, the tableware, then largely chosen from stock, was one of the most disappointing sections (DESIGN 141/58). With this positive decision to commission new designs where existing ones do not reach the required standard, the ministry is becoming a new and important patron, and is helping to create a proper image of Britain's capabilities abroad. This silverware, exhibited for the first time at the *British Trade Fair* in Stockholm, is the best of its kind that has been produced in this country for many years.

When the full range of the new tableware is available DESIGN hopes to publish a special article which will describe its design and development in more detail.



~~XD-57/12.B~~

DEUTSCHE
ZEITUNG

GOLDSCHMIEDE - 9/1962

p. 655

SILKEBORG

— 10800 SILBER MIT SATINFINISH

Das neue Juwelierbesteck „Silkeborg“ ist ein Entwurf von Sven Tranekjer. Mit diesem exklusiven Silber - Muster wollten wir uns ursprünglich nur an jene kleine, geschmackssichere Käufer-schicht wenden, die tonangebend das Urteil des breiten Publikums formt.

Schon die ersten Kundengespräche auf der Messe in Hannover zeigten uns aber, daß die Zahl derer, die nach etwas Besonderem-außerhalb der immer ein-töniger werdenden „schlanken Linie“-suchen, größer ist als wir dachten.

Jetzt liegen uns die ersten Verkaufserfahrungen vor. Zu unserer eigenen Überraschung stellen wir fest:

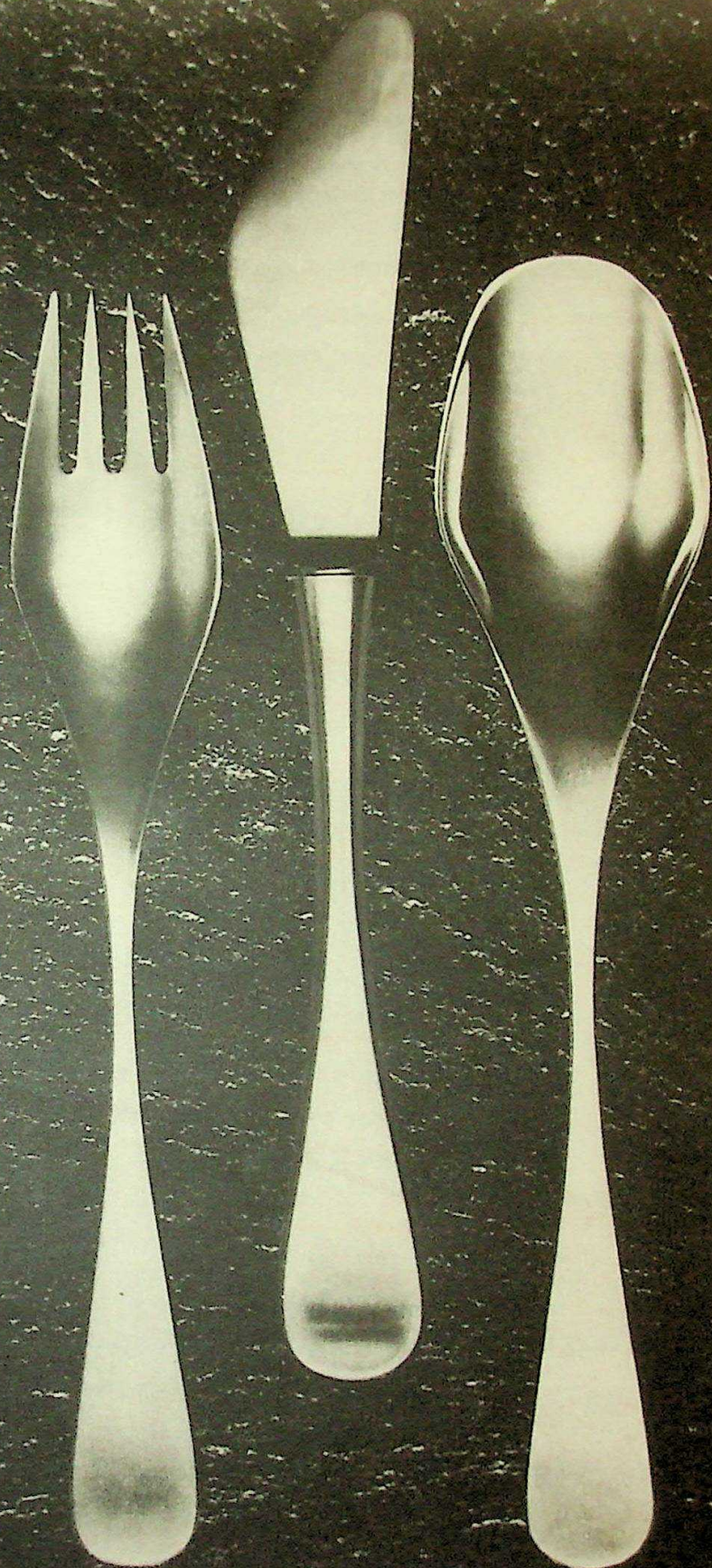
„Silkeborg“ wird ein zweites „City“! Sicher trägt die neuartige, kostenlose Kasette sehr zum Verkaufserfolg bei; entscheidend aber ist doch der saubere, dem Silber gemäße Entwurf.

Wenn Sie „Silkeborg“ noch nicht kennen es aber zu Weihnachten testen wollen, stellen wir Ihnen gerne eine Garnitur mit vollem Rückgaberecht bis Jahresende zur Verfügung.

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P.674
9/1962

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Kurhessenstrasse 31


BERNDORF

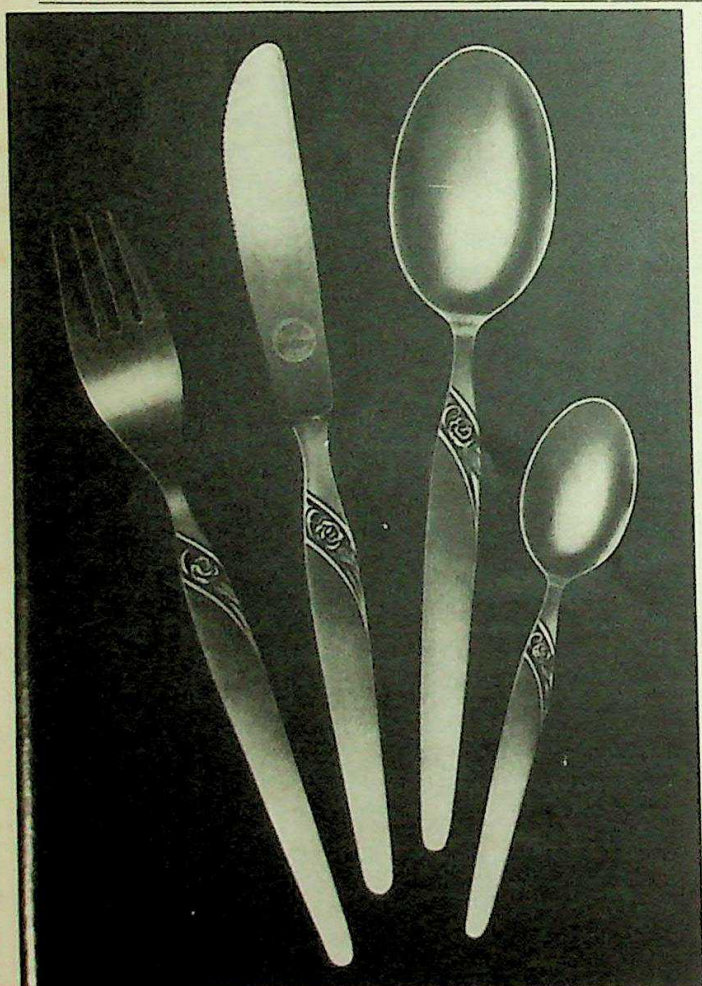
»MADAME«

Modell 7000 Alp 90 vers.



9/1962
p.675

VEREINIGTE METALLWERKE RANSHOFEN · BERNDORF
AKTIENGESELLSCHAFT
WERK ESSLINGEN a.N.



2500 / CMN Remalux 18/60, Chrom-Mangan-Nickel-Stahl
2500 / S Alpacca 100 g versilbert

WILH. SCHÄFER & Sohn, Solingen, Blumenstr. 117-119
Stahl- und Metallwarenfabrik

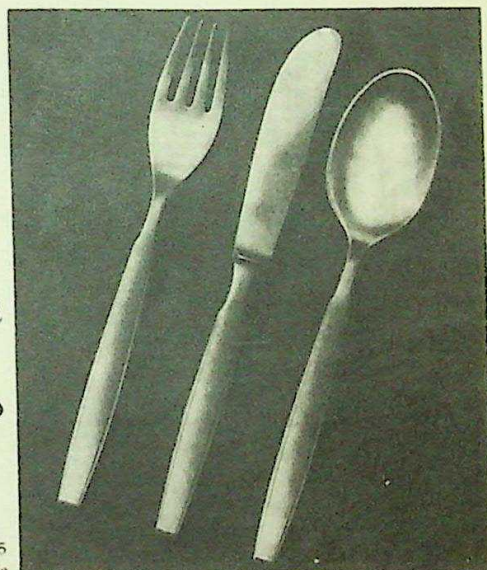


REINER

Modell

ASTRID

Ausführung
Echt Silber 800 u. 925
Alpacca 90 g Auflage



REINER-BESTECKE

bieten Gewähr für Formenschönheit, Eleganz
und Gediegenheit

Gebr. Reiner · Bayer. Silberbesteckfabr.

8908 Krumbach/Schw.

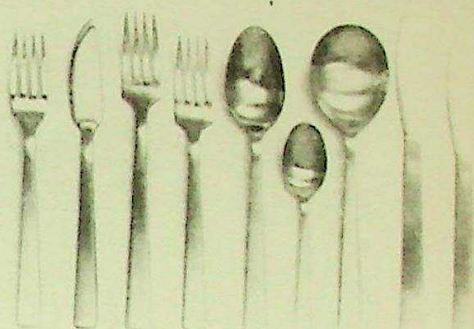
XD-54/12

POTTERY AND GLASS July 1962

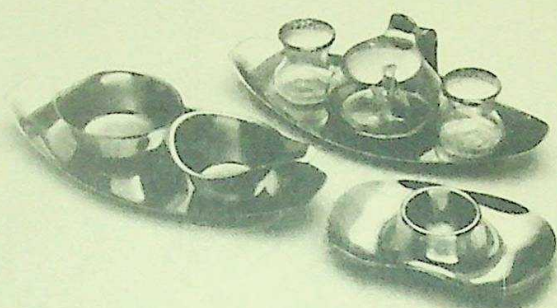
TABLEWARE

POTTERY AND GLASS

JULY, 1962 p.561



34



33

Sugar and cream set, condiment set and egg cup manufactured in 18 8 satin polished stainless steel by W. M. F. Tableware Ltd.

33

A nine-piece place setting of 'Rushall' by Elkington & Co. Ltd.

34

Distributed by Courtier Co. Ltd, this place mat is coloured in muted browns with a fringed edging. The vases, also from Courtier are white, patterned with blue birds and figures.

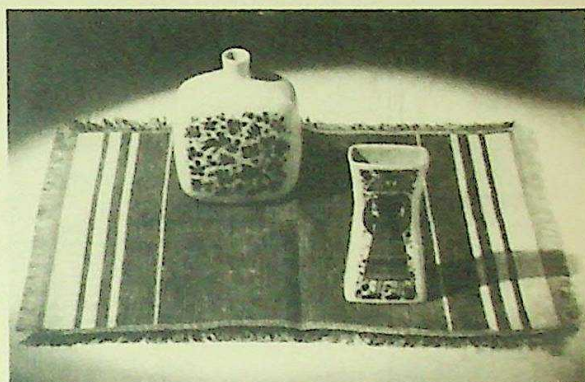
35

'Triennale' An elegantly simple design with a choice of three different handles - stainless steel, rosewood or black nylon. It was so called because of its prize-winning design by Bertel Gardberg at the 10th Triennale exhibition at Milan. A full range of this cutlery can be obtained from Finnish Designs Ltd.

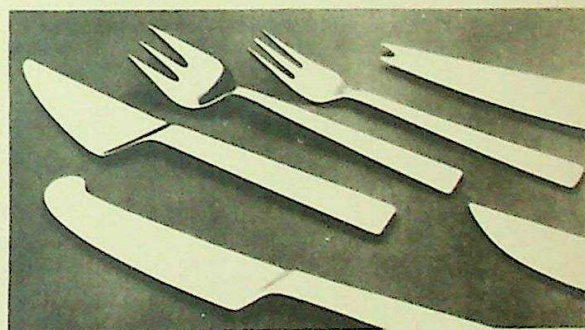
36

From Shields of Perth comes this checked linen tablecloth measuring 52 in. by 52 in. with matching napkins in citron, pink or blue.

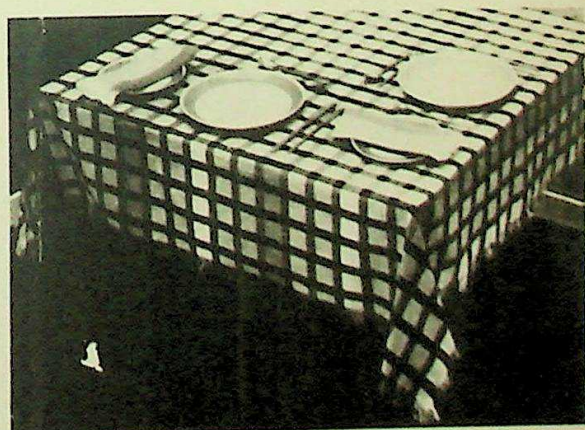
37



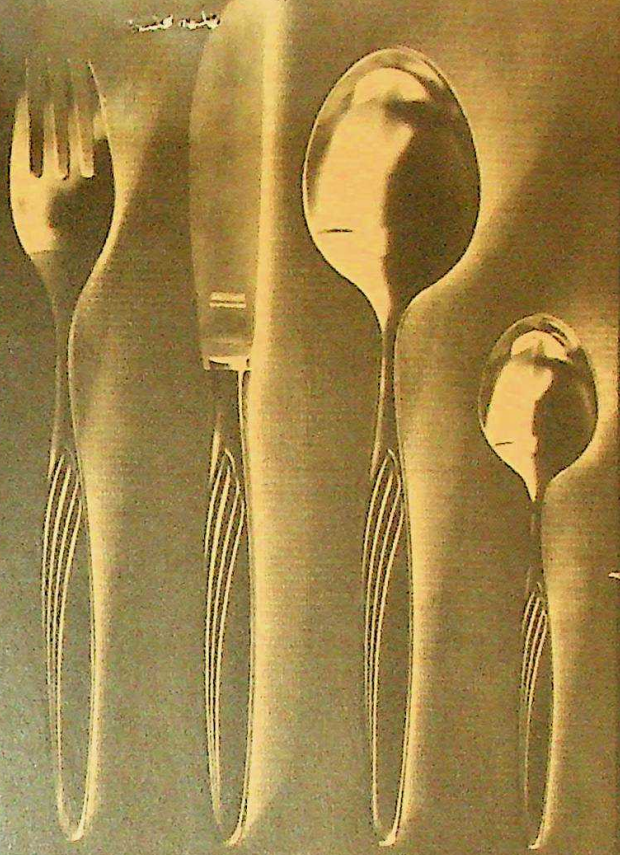
35



36



37



MODELLE ZUR MESSE

Nachtrag

Der in Heft 4 auf Seite 247 abgebildete Silberbesteck
kombiniert mit Polssander, der Firma Geyer & Krauss,
Schwäbisch Gmünd, ist nach einem Entwurf von
Eberhard Burger, Hanau, ausgeführt.

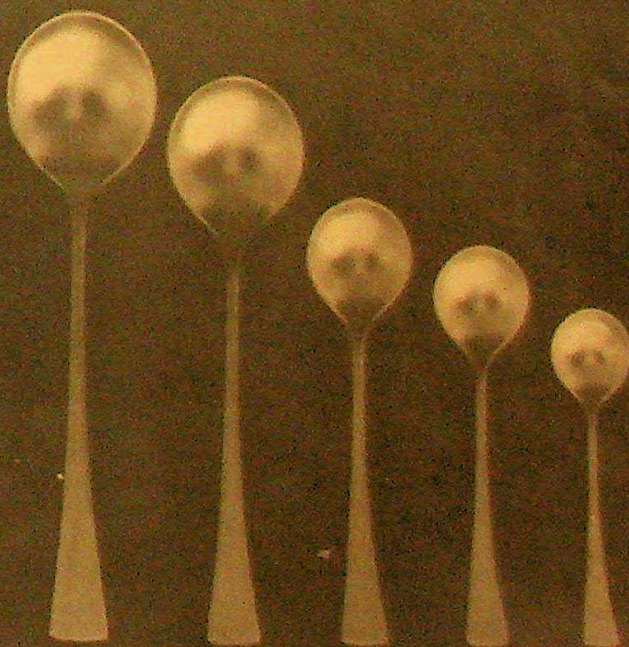
P. Bruckmann & Söhne, Heilbronn

Neues Besteckmodell CANDIDA, das den Wünschen
nach zartem Dekor entgegenkommt. Ausführung mit
900 Feinsilber-Auflage und besonders verstärkten
Auflagestellen.



J. Grimminger, Schwäbisch Gmünd

Vorlegestiele und Löffel in Silber des
neuen Besteckmodells STERLING, das
durch seine schlichte, elegante und
materialgerechte Gestaltung anspricht.



D7/FLATWARE
BOX

WIRTHS

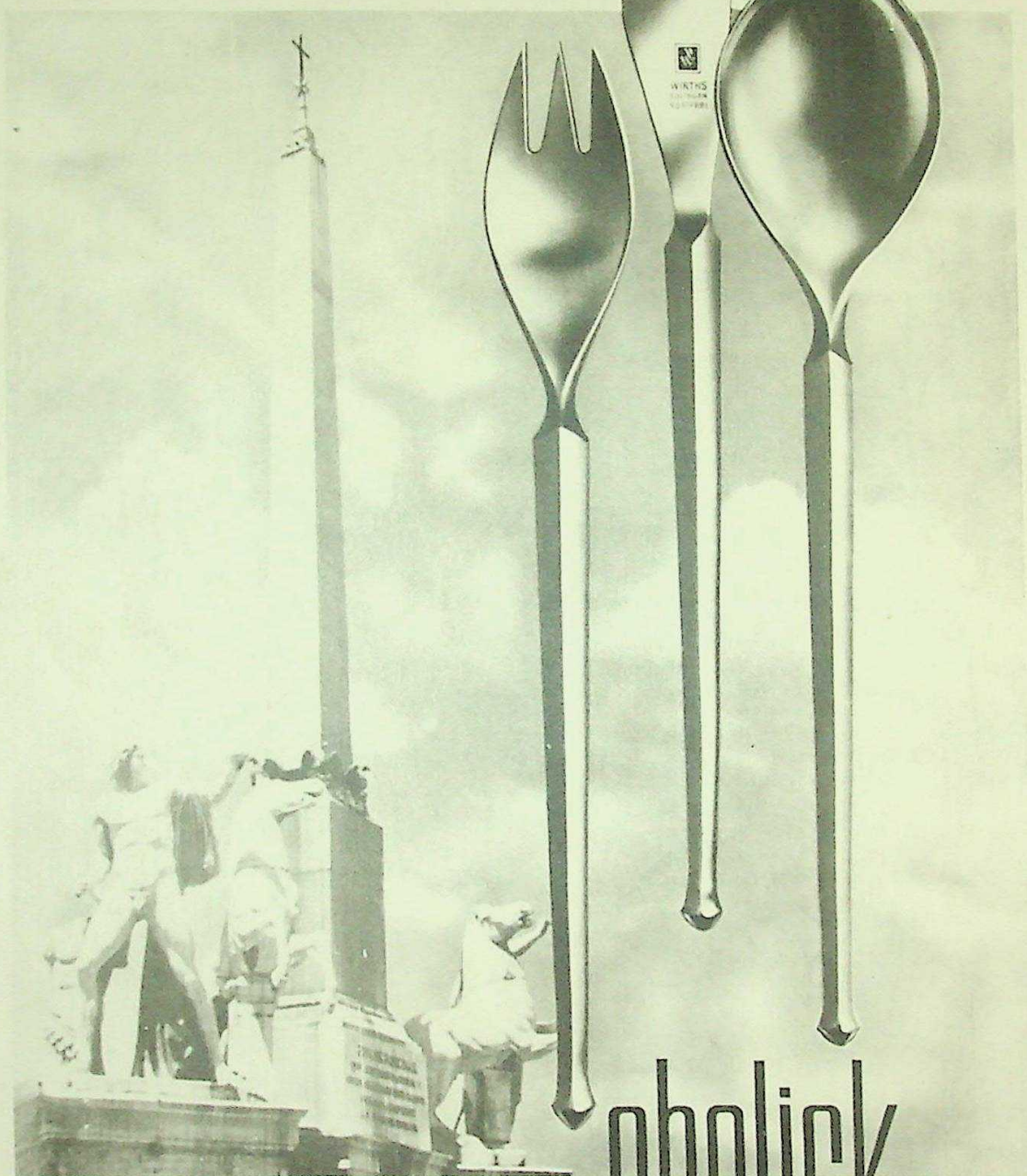


BESTECKE

Deutsche Goldschmiede
Zeitung

p. 223
APRIL, 1962

meisterhaft
exclusiv
zeitlos



obelisk

Nr. 5000

P. WIRTHS METALLWARENFABRIK, SOLINGEN

Erhältlich nur im Fachhandel.
Bitte fordern Sie unsere Prospekte an.

p. 223

XD-54/12

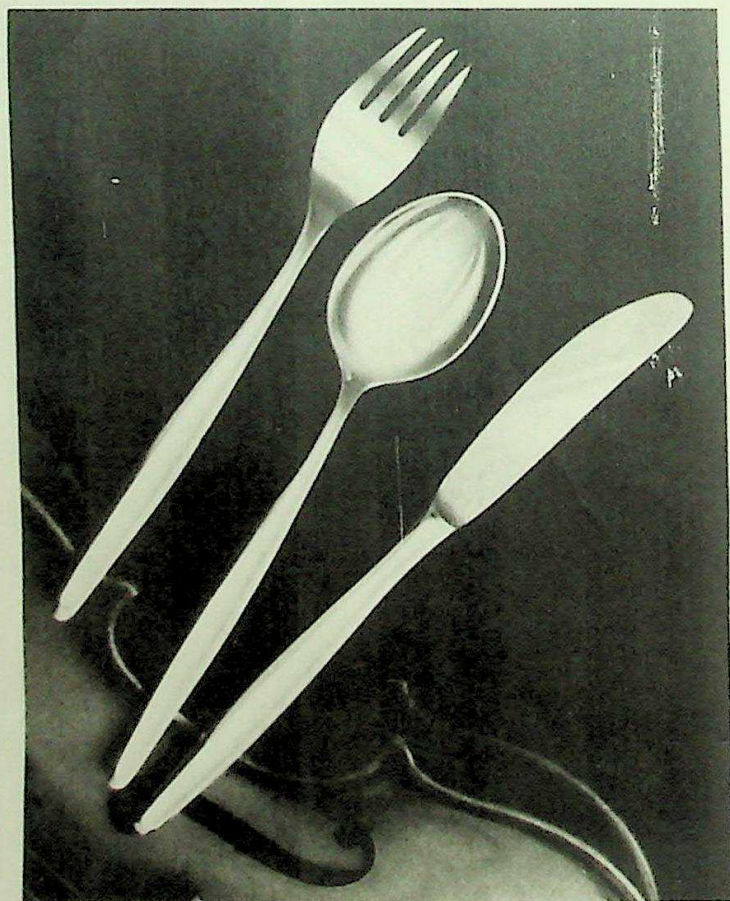
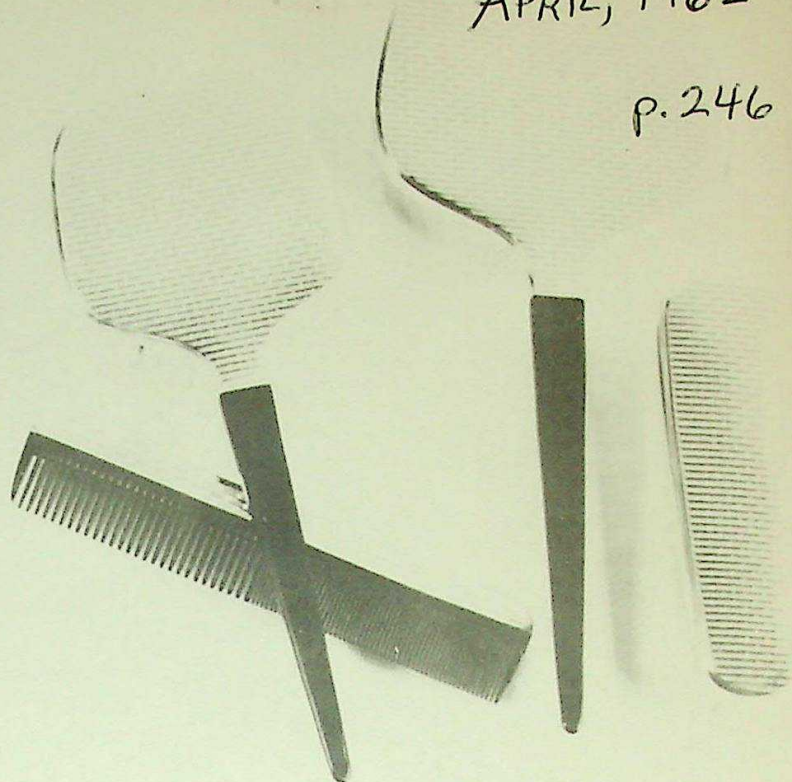
APRIL, 1962

MODELLE ZUR MESSE

p. 246

Johann Franz jr., Schwäbisch Gmünd

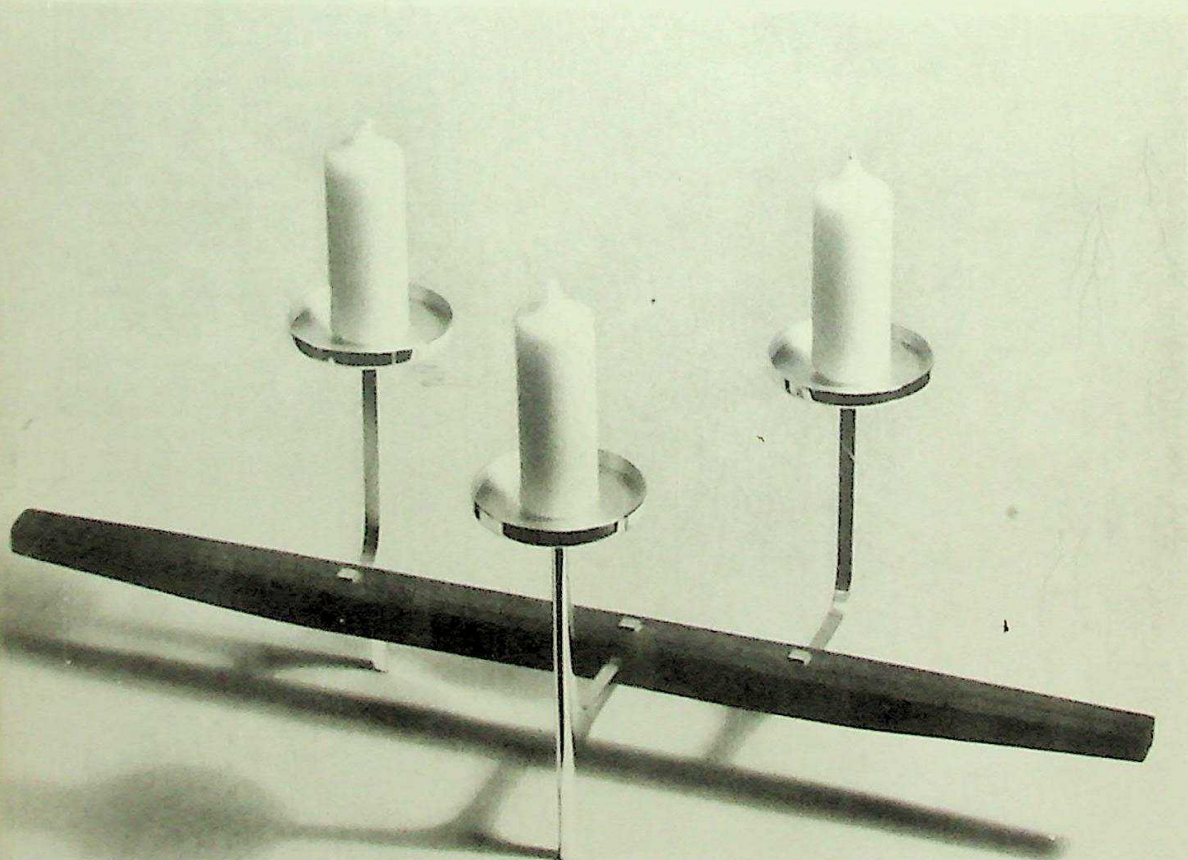
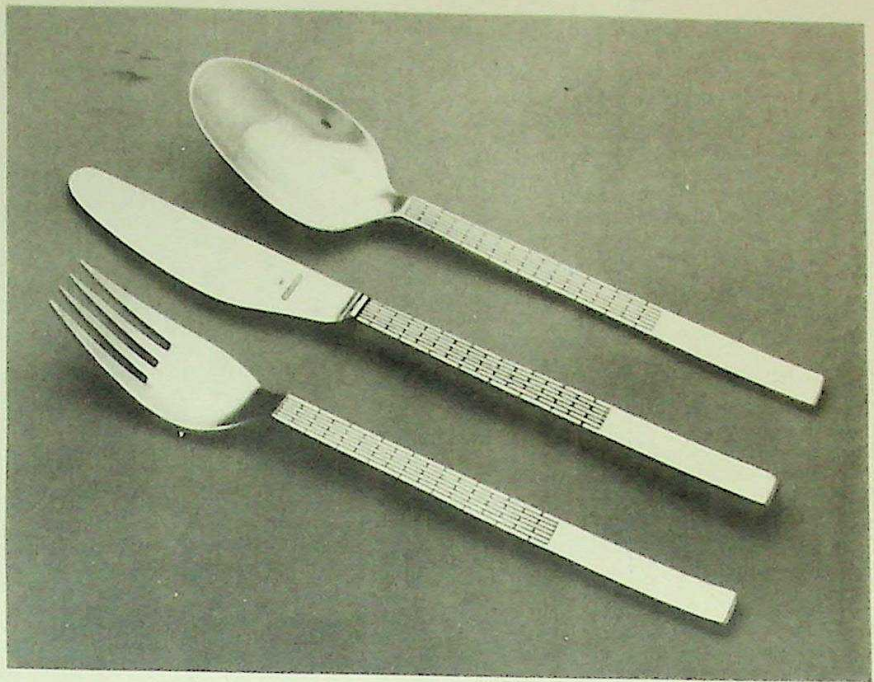
Toilettegerätek in Sterlingsilber mit diamant. Dekor
gitterförmig. Toilet set, sterling silver, gitterförmig.
Garniture de toilette en argent sterling, gitterförmig.

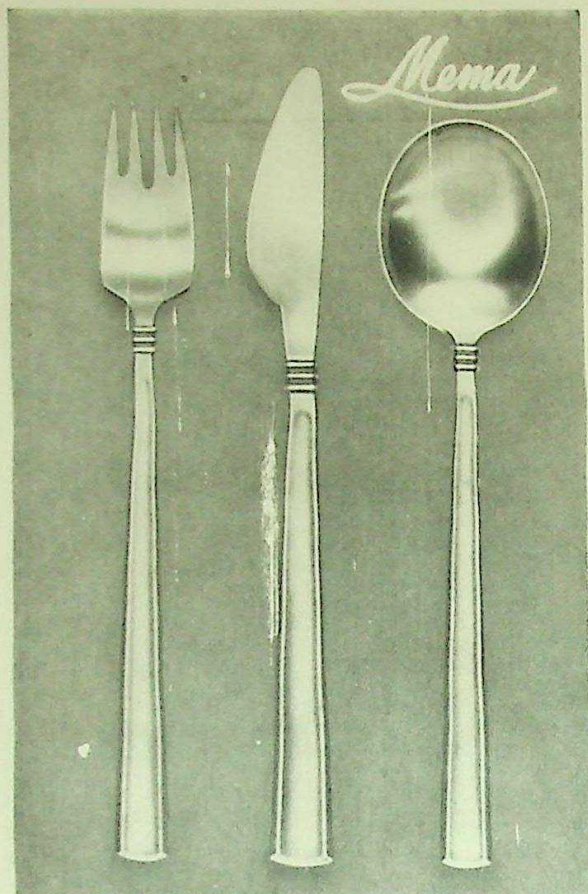


Bremer Silberwarenfabrik AG, Bremen

Besteckmodell RHAPSODY, das in Massiv Silber und
Silber ausgeführt wird. Eine moderne Form mit neuer
Oberflächenstruktur. RHAPSODY: solid silver and silver
plated. A modern shape with novel surface structure. Mo-
dèle de couvert "Rhapsody" argent massif, ou argenté. Une
forme moderne avec structure nouvelle de la surface.

APRIL, 1962
p. 247



**MEMA, LIDKÖPING SCHWEDEN**

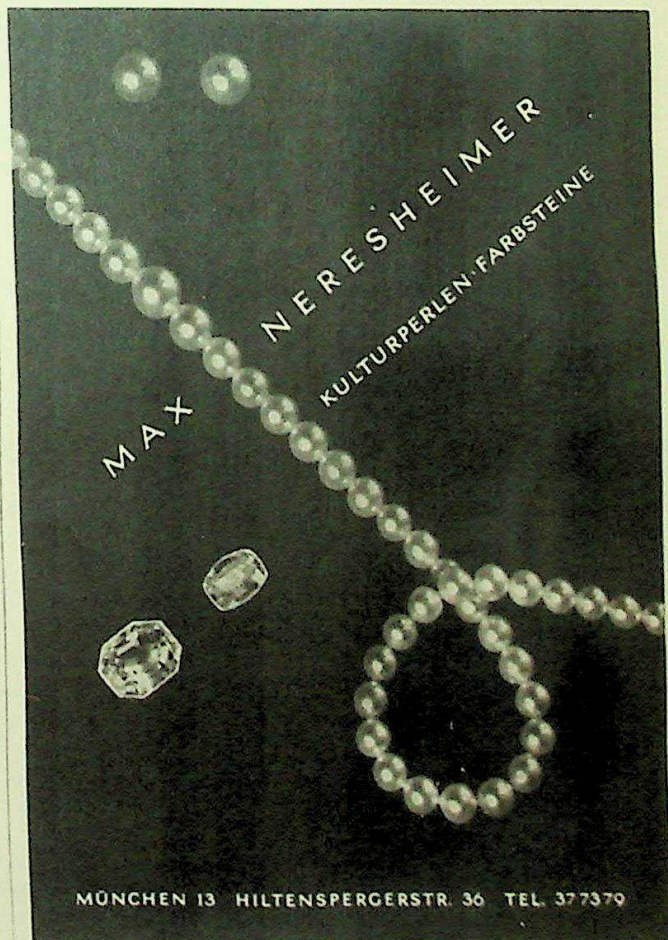
- Besteckfabrik seit 50 Jahren -

stellt dieses Jahr zum ersten Mal auf der Industriemesse in Hannover aus.

Bitte besuchen Sie uns im neuen Messhaus 19, Stand 1-1-11

3000praktische und originelle Werbeschenk-
Vorschläge für jeden Zweck und jede
Branche umfaßt unser Sortiment. Wenn
es um**Werbegeschenke**geht, sollten auch Sie unsere Information
anfordern. Die kleine Mühe lohnt sich!**Contacta**

Werbegaben GmbH, Darmstadt Sehuchardtstr. 1

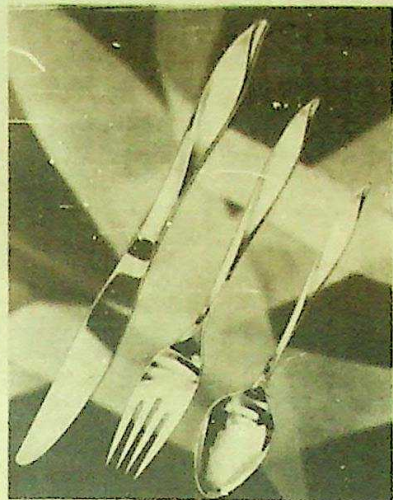
TRAURING-WALZENfür fugentlose Trauringe
für Hand- u. Kraftbetrieb**KARL KLINK**
WERKZEUGFABRIK
17a NIEFERN / BADEN

MÜNCHEN 13 HILTENSBERGERSTR. 36 TEL. 377379

XD-54/12

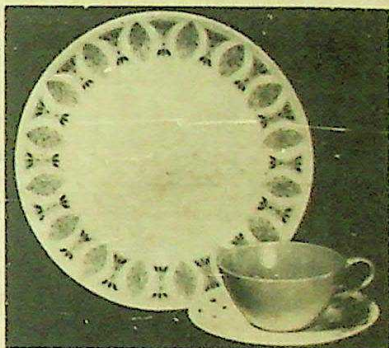
National Jeweler

Feb. 1962



The Oneida Silversmiths (Oneida, New York) has just announced that its Heirloom Sterling Division has introduced the new "Vivant" pattern. During the introductory period from March 1st to May 31st, the new Vivant pattern will be offered to dealers and consumers alike at the special offer of "four place settings any size for the price of three". Serving pieces will also be offered at equivalent savings, and dealers will receive full profits. A six-piece place setting of Vivant will retail at the regular price of \$39.75, four for the price of three for only \$119.25, a saving of \$39.75.

Lenox Plastics, Inc. (4417 Oleatha Ave., St. Louis 16, Missouri) has recently announced a new 1962 sales program through which the company will introduce eight new Lenoxware patterns, including two Lenoxware promotional patterns. The program will feature one new pattern in Lenoxware Regency at \$49.95 for a 45 piece set, two new patterns in Lenoxware at \$39.95 for a 45-piece set, and three new patterns in Lenoxware Americana at \$29.95 for a 45-piece set.



"Everything about the current fashion trends conspires to push pearls to new heights in the coming season." The report notes that an interesting fact about pearls today is the absence of any single fashion trend in this area. Cultured, or simulated culture pearls, will continue to be the big item.

"Some of the biggest news of the spring season stems from gold jewelry, whether real, gold filled or costume." The style range is enormous, the Institute reported. Gold jewelry in any of its forms goes from morning to midnight with great new and elegant assurance.

Finally, the Institute reported, the trend to metal jewelry has also brought silver back to the fashion picture. It is not seen widely in the market, but it is more important than in other seasons.

Zenith Radio Corporation (6001 West Dickens Avenue, Chicago 39, Ill.) has introduced an eyeglass hearing aid, the "Zenith Royal Medallion," a fully transistorized instrument weighing one-half ounce.

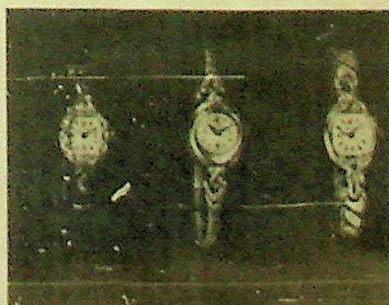
The Market in Brief

The device features the "Freedom Ring" which permits users to instantly couple and decouple the ear connection. The "Freedom Ring" is optional at moderate cost. Another feature is the "Phone Magnet," which enables users to hear telephone conversations clearly without interfering room noises. With a fingertip control the user can switch between microphone and "Phone Magnet."

Powered by a tiny Zenith mercury battery, the "Royal Medallion" offers a peak acoustic gain of 50 decibels with a maximum acoustic output of 120 decibels. Variations in tonal response are made possible by a concealed selector providing a choice between normal tone balance and high frequency emphasis. Additional tone refinements are possible with still other adjustments.

The "Royal Medallion" is available in blue, rich brown and jet black. The suggested retail price for the hearing aid is \$285. Other Zenith "Living Sound" hearing aids range from \$50 to \$570.

Hermes Plastics (154 West 14th Street, New York 11, N. Y.) has brought out a new identification badge. It features a special construction: the badge is slotted in back and a specially designed fastener is permanently dovetailed into the groove, using no glue or cement. It is available in many colors and sizes. For price information and orders contact the above address.



Croton Watch Co., Inc. (404 Park Ave. South, New York 16, New York) has just introduced its new "American Princess" collection of dress watches for women. Included in this diverse selection are luxurious bracelet models, pear-shaped styles, fashionable watches with faceted crystals, a sports model, a modern bangle design, diamond watches and other attractive stylings. The prices range is from \$33.50 to \$99.50.

it's NEW...
it's HEIRLOOM STERLING...
Vivant!

it's

A great new pattern, backed by a strong selling and merchandising program. That's Vivant!

We've been honing our critical faculties for well over a century.

And we predict the beautifully sculptured, well-bred lines of Vivant will make it a future classic.

Get the full story from your Heirloom Sterling representative. Be first in town to profit with new, vivacious Vivant. VIVE VIVANT!

Back COVER

NEW STERLING PROFITS WITH

National Jeweler

Vivant

CLASSIC NEW PATTERN. Beautiful with modern or traditional, great new Vivant is alive with selling opportunities. Vivant will move.

SPECIAL 4-for-3 INTRODUCTORY PRICE. Make her an offer she can't resist: "Buy 3 get 1 Free!" Complete place settings or place setting items at full profit to you! Special savings on correct service items. Offer expires May 31, 1962.

SPECIAL INTRODUCTORY ITEM, SPECIAL PRICE. Lay the base for future sales! Only \$4.95 retail for lemon fork in Vivant and lemon dish in Heirloom Silverplate Hollowware, gift boxed. Full dealer discount. Reg. Price will be \$7.50, F.T.I.

FREE DISPLAYS. Traffic-stopping Vivant place-setting display, and Vivant fancy-piece display free with orders of \$50 or more net.

NEW CONSUMER CIRCULAR. Attractive, high style and colorful. Features Vivant exclusively.

NEW "PATTERN SELECTOR" FOLDER. Actual-size, perforated pictures urge her to "see Vivant on her table tonight!"

FIFTY-FIFTY CO-OP AD PLAN. Oneida will share the cost of bringing new customers into YOUR store.

STRONG NATIONAL ADVERTISING. Full pages in vivid color selling Vivant exclusively... and using same techniques that made the Heirloom Sterling Fall '61 campaign such a spectacular success.

FREE AD MATS. She's going to fall in love with Vivant in our national ads. Make sure she buys Vivant in your store. Plan your local tie-in now.

Vivant deliveries start March 1st. Call or write your Heirloom Sterling representative now. The sooner you stock, the sooner you'll sell.

Feb., 1962

In the matchless tradition of...

Heirloom Sterling by Oneida Silversmiths

MAKERS OF FINE STERLING, SILVERPLATE, STAINLESS, MELAMINE DINNERWARE



*Trademark of Oneida Ltd., Oneida, N. Y.

D7/FLATWARE BOX

FEBRUARY, 1962
HOUSE BEAUTIFUL

PAGE 133

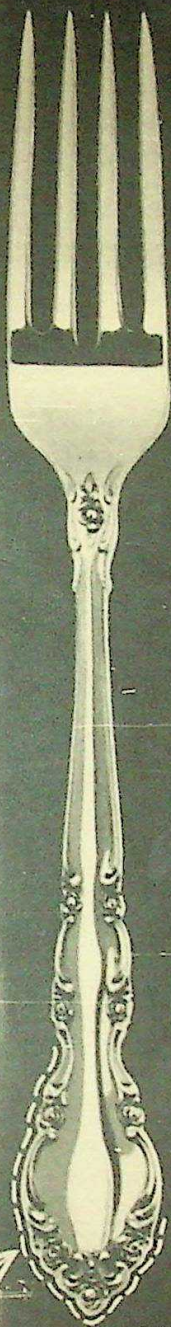
**FRASER'S
STAINLESS**

FINESSE
5-piece
place
setting
\$9.95

WMF **THE STEEL THEY SHOULD
WEIGH IN KARATS** —◆—
The WMF mark identifies Cromargan steel, a metal second only to platinum in its resistance to staining. Modernists with classical tastes will find the new Finesse pattern — slender of shank and pertly upturned at the end — does full justice to this extraordinary material.

WRITE FOR FREE BOOKLET
FRASER'S, INC. ■ 236 5th AVE. ■ N.Y. 1, N.Y.
WMF (CANADA) LTD. ■ 108 Wellington St. W. ■ Toronto 1

bottom right panel



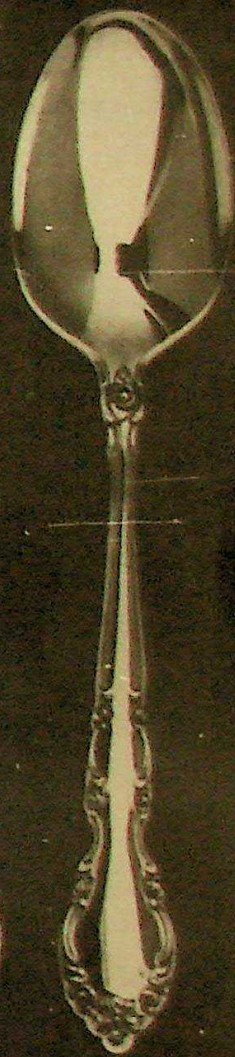
XD - 7/ FLATWARE
BOX

Mademoiselle

December, 1961

p. 37

D-191,373 (SPOON)



Try "Grandeur" on your table tonight!

—the dotted line is where you start! No scissors? Then go to your favorite store to get the full beauty of Grandeur's sterling qualities: satisfying weight, satin-cool touch, a deep, rich luster. And while you're there, exercise your womanly right to dawdle over all the beautiful Heirloom patterns — ask for the new perforated picture portfolios of Heirloom Sterling by Oneida Silversmiths.

DEAR UNDECIDED: A 4-PC. PLACE SETTING OF GRANDEUR COSTS JUST \$26.50 (FTD) *TRADEMARK OF ONEIDA LTD., ONEIDA N. Y.

~~XD 54/F2~~

Page top
↑

SWALLOW

RETURN TO
DESIGN DIV.

COLONIAL TIFT

November, 1961

ONLY Gorham could have created these superb, new stainless designs . . . with the flawless beauty and enduring grace that only master silver craftsmen can achieve. This is stainless worthy of the Gorham name. It is fashioned from the finest steel, magnificently crafted to enhance any table—whether it's set for casual or elegant dining. You'll know what we mean when you set *your* table, for the first time, with Gorham Stainless. See both these magnificent designs, today.

New Gorham designs for fancy-free dining at finer silverware stores everywhere . . .

Colonial Tipt . . . 50-piece service for eight, \$59.95

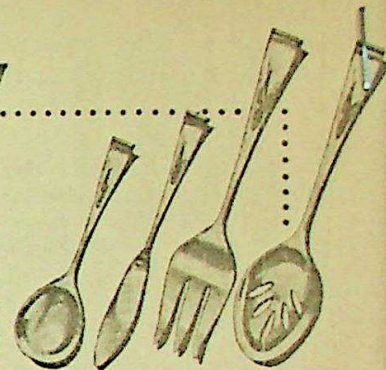
Swallow . . . 50-piece service for eight, \$69.95

GORHAM STAINLESS  PROVIDENCE 7, R. I.



FANCY MATCHED SERVING PIECES!

Gorham's special introductory gift to you! . . . four beautiful matching serving pieces (\$10 value)—free with the purchase of a 50-piece set of either Colonial Tipt or Swallow.



p. 40

VOL.		NO.		DATE		PAGES	
TITLE Mc CALL'S							
NUMBER COPIES		COUNTRY (If foreign)		SPECIAL INSTRUCTIONS			
<input type="checkbox"/> DIV. <input type="checkbox"/> LIBRARY OR OBTAIN FROM		<input type="checkbox"/> SPECIFICATIONS <input type="checkbox"/> PATENT NUMBER		SERIAL NO. APPLICATION NO.		DATE	
22, 25, 40		Nov.					

Mc Call's

November, 1961

Designs for fancy-free dining in
GORHAM STAINLESS

~~XD-54/12~~

MAJESTIC-REGAL

The Leading Name in
**STAINLESS RESTAURANT
FLATWARE**

Designed to Withstand the Hardest
Kind of Wear in Restaurant, Hotel
and Institutional Use.

**7 Outstanding Patterns
in 8 Popular Price Ranges**

★ ★ ★

FOR THE BEST

- In Highly Mirror Polished Finish and Smooth Satin Finish
Buffet, Paragon, Milford and Outer Space Patterns*
- In Economy Mirror Polished Finish
Norwich, Milford and Outer Space Patterns*
- In Bright Burnished Finish, Regular Weight
Cabaret, Norwich, Milford and Outer Space Patterns*
- In Bright Burnished Finish, Economy Weight
Sorrento Pattern

*Buffet, Paragon, Norwich, Cabaret and Milford are complete patterns with both 1- and 2-piece dinner knives and all the extra pieces.

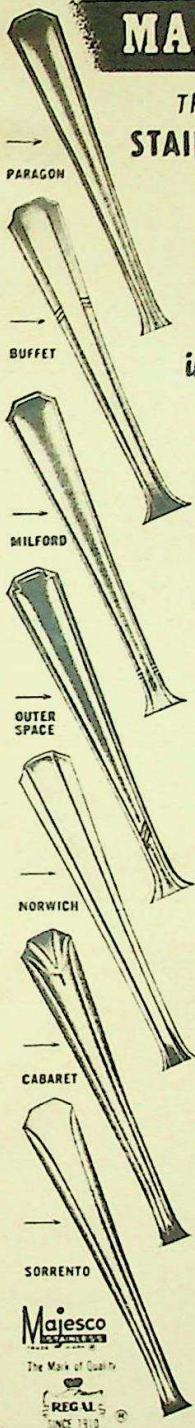
Majestic-Regal Stainless Flatware Will Not Rust, Stain, Peel, Chip or Tarnish.

**Support American Industry.
Buy American Made
Stainless Flatware!**

Sold Only Through
Hotel & Restaurant Supply Dealers

THE MAJESTIC SILVER CO.

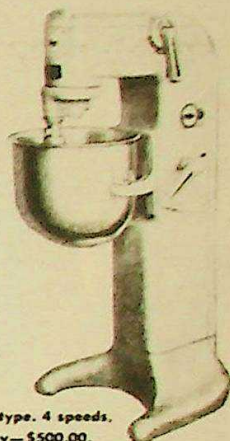
and THE REGAL SPECIALTY MFG. CO.
Manufacturer of Stainless Steel Flatware
NEW HAVEN, CONN., U.S.A.



Majesco
STAINLESS
The Mark of Quality
REGAL
SINCE 1910

Reco MIXERS

... with exclusive "arm-and-wrist" mixing action and spiral wire whip provide finer grain and greater volume. Attachments permit chopping, slicing, juicing, grating. 12-quart adapter bowl available for 22-quart models.



Model 422—Floor type. 4 speeds.
22-quart capacity—\$500.00.
Other models available to meet
your requirements.

RECOGNIZED

Reco mixers are recognized the world over for unmatched economy of operation and maintenance. Leading food service operators know they can rely on Reco every day—year-in and year-out.



RECOMMENDED

Ask your architect, dealer, or owner of a Reco mixer about Reco's guaranteed quality, performance and economy. Or write for complete details on how Reco mixers, peelers, chopper-slicers and fly-chaser fans can cut your food preparation costs.

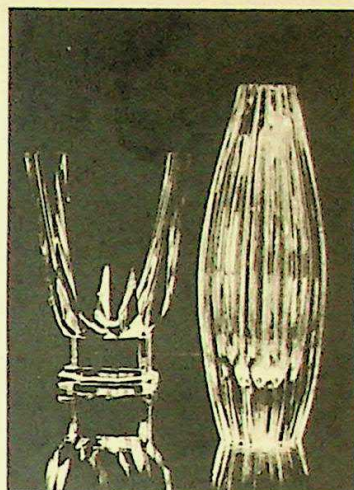


REYNOLDS
ELECTRIC COMPANY

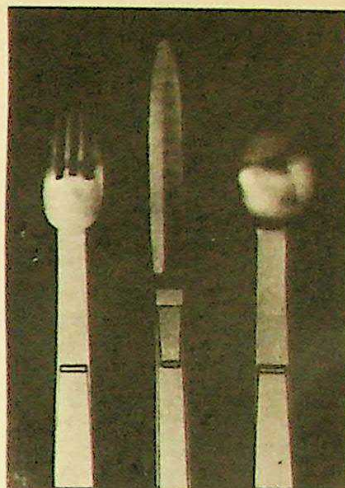
3052 River Road—River Grove, Illinois



Austria. Set designed by Alfred Soulek for Josef Riedel, Kufstein, Tirol.



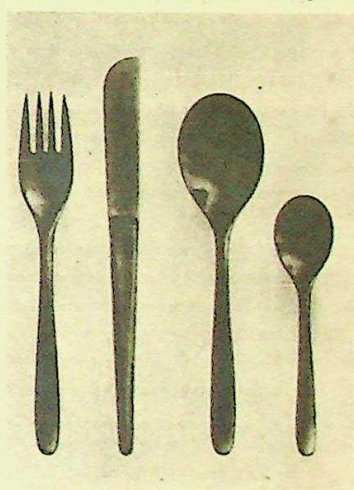
Austria. Crystal vases from J. & L. Lobmeyr, Vienna, Oswald Hardtl designer.



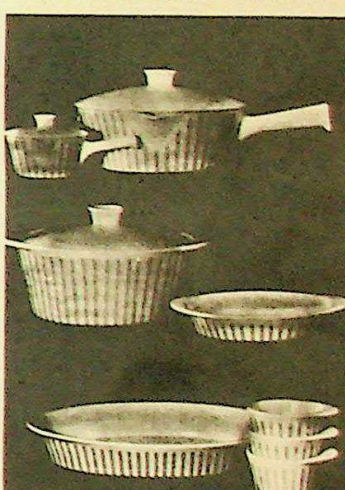
France. Flatware in a transitional style exhibited by Jean E. Puiforcat.



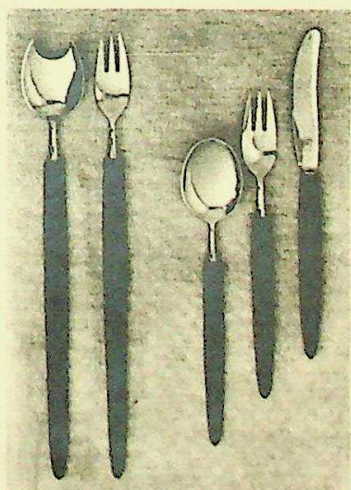
Germany. "Madame" stemware and tumbler exhibited by Ichendorfer Glashütte.



Germany. Contemporary silver flatware from Alpacawarenfabrik firm in Bavaria.



Germany. Cookware line shown by the Heinrich Löffelhardt firm of Stuttgart.



Norway. Five black-handled stainless flatware pieces, Krone Bestikk designer.



Norway. Tea set in black designed by Ragnar Grimsrud for Figgjo Fajanse Co.



Norway. Stoneware jug and mug shown at Triennale by Dagyn & Finn company.

The Gift and Art Buyer NEWSFRONT

(continued)

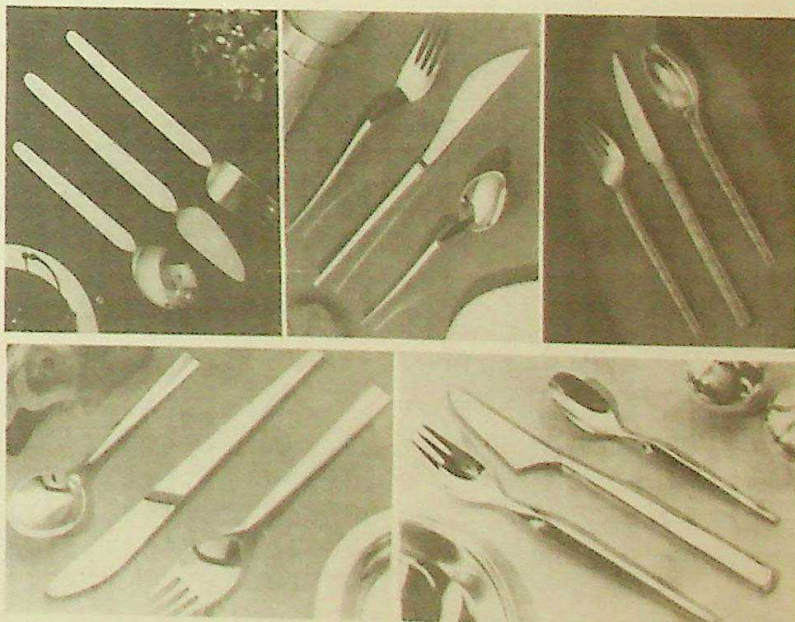
Roger-Lee Adds Gift Department. Jerry and Ilda Shiplee, owners of Roger-Lee Jewelers, Sherman Ave., North Bend, Ore., recently opened a 10,800 square-foot addition to their shop which features silverware, glassware, china, tableware and other gift items. The new addition has look-in windows, wall display cases with lighting, and wall-to-wall carpeting which matches the green, pink and white color scheme of the shop. The new addition was planned by Ilda Shiplee, and is part of a long-range plan which has already brought about the remodeling of the inside and outside of the store. The Roger-Lee shop, which sports a new canopy over its entrance, occupies an entire corner of the hotel building in North Bend.



TABLEWARE ON TOUR. Shown here is one of six table settings designed by Mrs. Dorothy C. Thorpe, which are currently on tour to various major department stores. The settings have spent two weeks each at Hall's Kansas City; Neusteter's, Denver; Meacham's, Fort Worth, and most recently, D. H. Holmes & Co., New Orleans. Headquarters of Thorpe firm are at 902 Thomson Ave., Glendale, Calif.

N. Y. MUSEUM SHOWS WINNING FLATWARE

To the delight of flatware connoisseurs, the Museum of Contemporary Crafts in New York City is exhibiting the 22 award-winning entries in the International Design Competition for Sterling Silver Flatware. The winning stylings were chosen from 206 designs submitted by craftsmen around the world. The exhibit, "Designed for Silver," will remain at the New York museum until December 4, and shortly thereafter will begin a two-year tour of the United States. Five of the award-winning patterns, shown at right, were designed by: (top row, l. to r.) David H. Gumbel, Israel; Ronald H. Pearson, U. S.; Samuel Ayres, U. S.; and by (bottom, left) Menahem Berman, Israel, and (right) Tapio Wirkkala, Finland. Patterns by Berman, Gumbel and Wirkkala were three of five stylings given special mention among the 22 award-winners. The competition was sponsored jointly by The American Craftsmen's Council and The International Silver Co.



Brochure Shows How to Choose a Business Sign. A folding brochure from Amplex Mfg. Co., Philadelphia, offers hints on choosing signs for a business operation. The multi-colored folder displays nine type fonts and lists the sizes in which each is available. Seven photographs show various applications of Amplex Plexiglas letters for retail stores. The firm also offers custom designing for any style of type font desired. The brochure may be obtained free from Amplex, 2325-31 Fairmount Ave., Dept. 28A, Philadelphia 30.

Adams in New Post at Gladding, McBean. Carleton P. Adams has been appointed western regional sales manager for the Franciscan division of Gladding, McBean & Co., Los Angeles. Mr. Adams had previously been advertising and public relations manager for Gladding, McBean. In his new post, he will be responsible for the direction of sales for Franciscan's five dinnerware lines in eleven western states.



Carleton Adams

National, Regional Sales Managers Named by Oz. Harold Rist has been appointed sales manager of Oz Publishing Corp., greeting card manufacturer in New York. Mr. Rist was formerly with American Cyanamid Co. and, prior to that, was with Hallmark Cards for over ten years. Another new manager for the firm is Robert Kadletz, heading sales in the Midwest. Formerly regional manager for Rust Craft and Volland, he was most recently sales manager for Greetings Inc.

Sterling Silversmiths Names Contest Winner. Sterling Silversmiths of America recently chose Linda Moreland, Bastrop, La., as winner of its 1960 "Sterling is for Graduates" contest. Over 800 sterling silver retailers participated in the \$25,000 nation-wide promotion, the company reports, and the contest drew entries from more than 40,000 high school graduates. Second- and third-place prizes, as well as 2,700 prizes of sterling silver, were also awarded in the competition.



1.

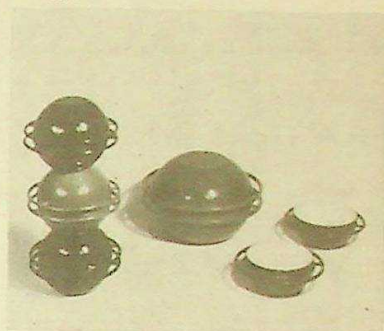
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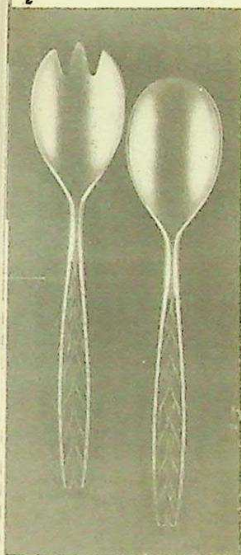
3.



4.▼



5.



1. HANDSOME case holds two-piece carving set with African horn handles, stainless steel blade and tines. New Friar cutlery set is \$20 from Hamilton Import Corp., 132 Front St., New York.

2. DOUBLE and single wine bottle holders are made of white clover-perforated metal and brass plate. Double is \$6.50; minimum order: four. Single is \$3.50; minimum order: six. From Rubel, 225 Fifth Ave., New York.

3. NEW Hawaska hand-blown pitchers of glass feature optic finish, come in amethyst, amber, blue, green. From Rainbow Art Glass Co., Huntington, W. Va. Sizes are 10, 12, and 14 inches.

4. OVEN-TO-TABLE ware from Finland, of enameled cast iron, is Saturnus, offered in red, black, indigo, blue. Six-quart "combo" is \$15.95; one-quart servers, \$7.95 each. Fieldston Inc., Ardsley, N. Y.

5. MODERN and traditional design is fused in Marthinsen pewter salad set from Norwegian Silver Corp., 290 Madison Ave., New York. Pieces are ten inches long. Price per set is \$9.

6. Gleaming copper chafing dish holds 3 quarts, comes with tray and warmer for \$50. Buehner-Wanner, 66 Fort Point St., East Norwalk, Conn.

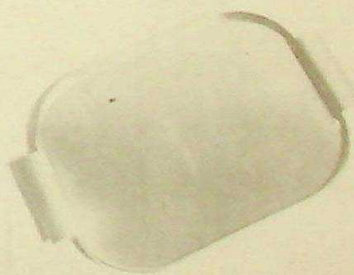
7. EMBOSSED tea tray comes in five sizes ranging from 14 x 11 to 22 x 15 inches. Kaymet line is offered by the Keepnews Co., 225 Fifth Ave., New York.

8. FINELY CUT crystal two-tier chip 'n dip is 14 inches high overall, sells for \$5.50. Available with brass or silver trim, it's from York Associates, 225 Fifth Ave., New York.

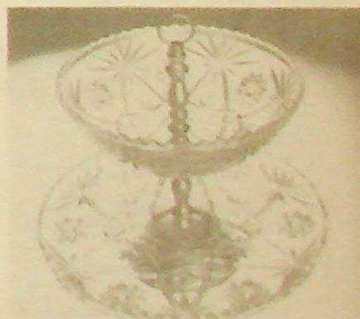
6.



7.



8.



SERVING YOU AND YULE

XD-54/
12

VOGUE

OCTOBER 15, 1960

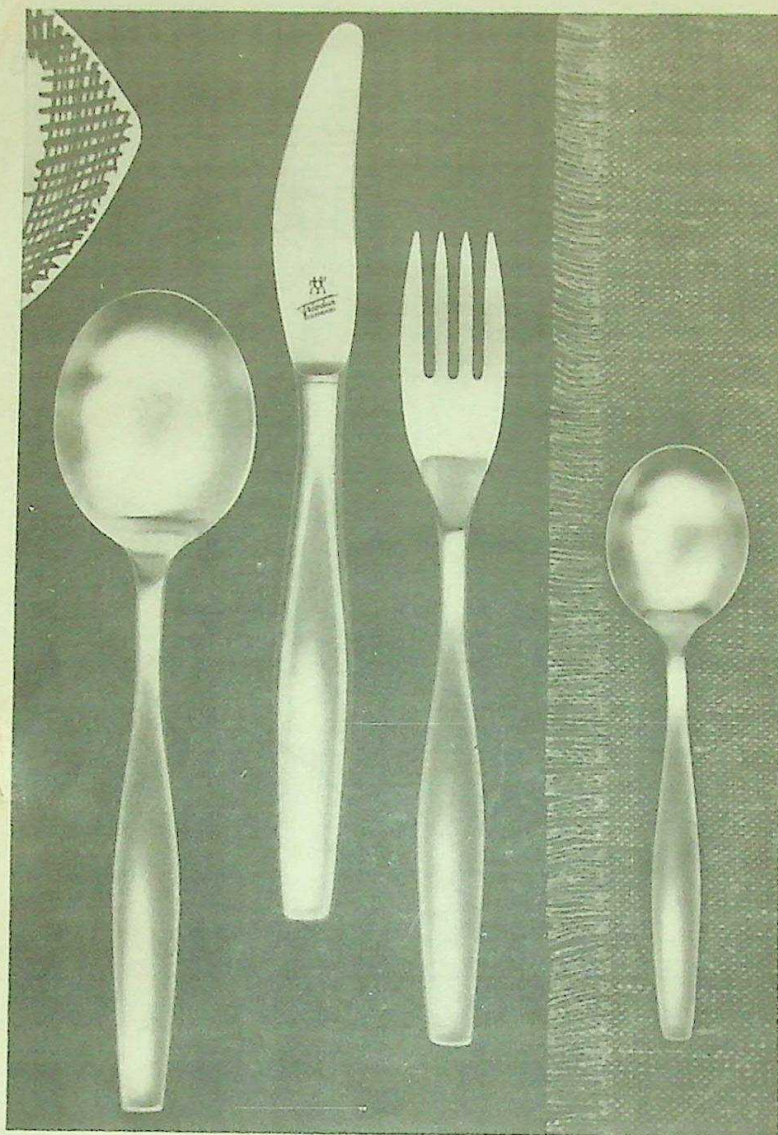
PAGE 154



VOGUE

OCTOBER 15, 1960

p. 154



HENCKELS - BESTECKE

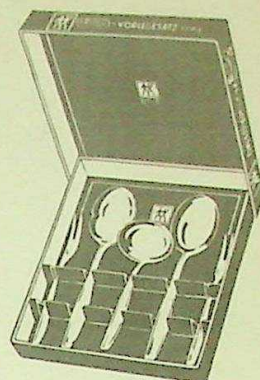
mit *Friedrich*-Klingen

ein schnell wachsendes Geschäft
mit ausgezeichneten
Verdienstmöglichkeiten

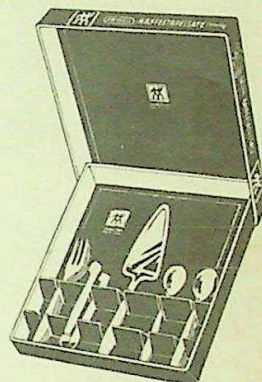
Modell 2720

Für Menschen von heute

J. A. HENCKELS ZWILLINGSWERK AG. SOLINGEN



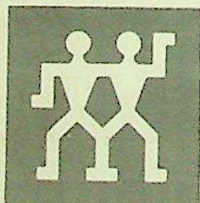
HENCKELS - Vorlegesatz 5-teilig



HENCKELS - Kaffeetafelsatz 15-teilig



HENCKELS - Eßbesteck 24- oder 30-teilig



p 472

TAPIO

KULTAKESKUS OY, FINLAND HÄMEENLINNA

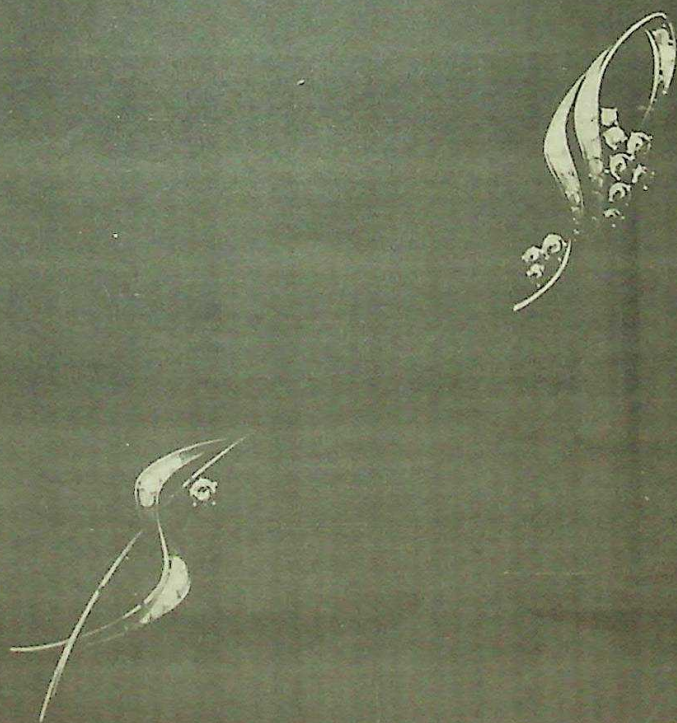
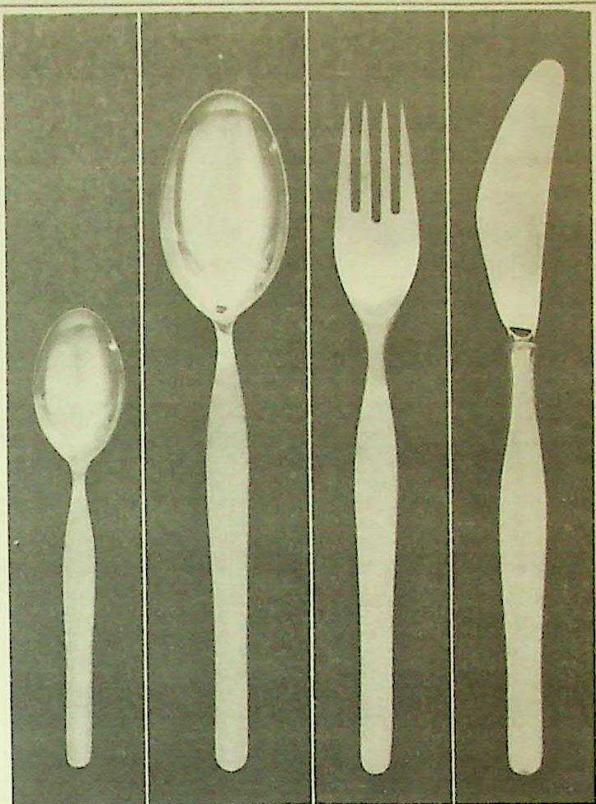
DEUTSCHE GOLDSCHMIEDE-
ZEITUNG

9/1960

Auslieferung

H. REINKE & SÖHNE

ESSEN · Julienstraße 63



HAAP

JUWELEN

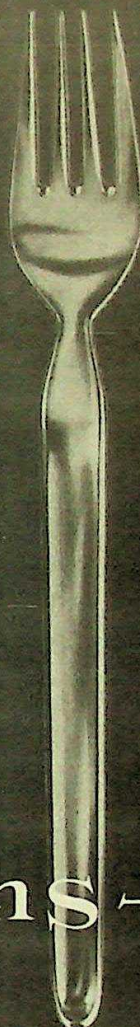
PFORZHEIM

1810



VVSF

1960



Die grosse Jubiläums- serie



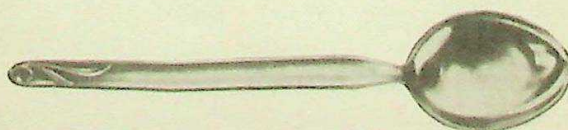
CORA

Ein klassisch-modernes Besteck, bestechend in seiner schlichten Linienführung.
Echt Silber
Alpaka versilbert, 90er Auflage



CORINNA

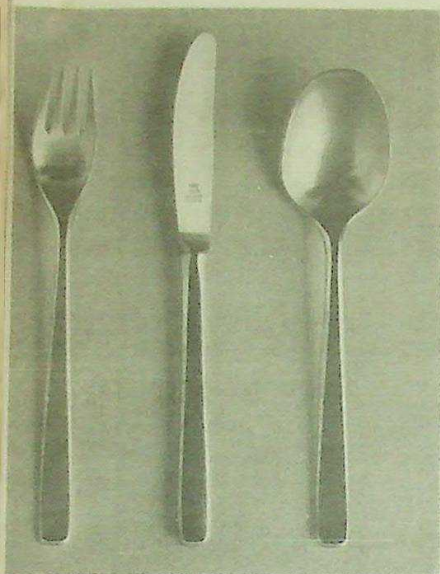
Ein Besteck in anmutig-moderner, weicher und dekorativer Form.
Echt Silber
Alpaka versilbert, 90er Auflage



CONTESSA

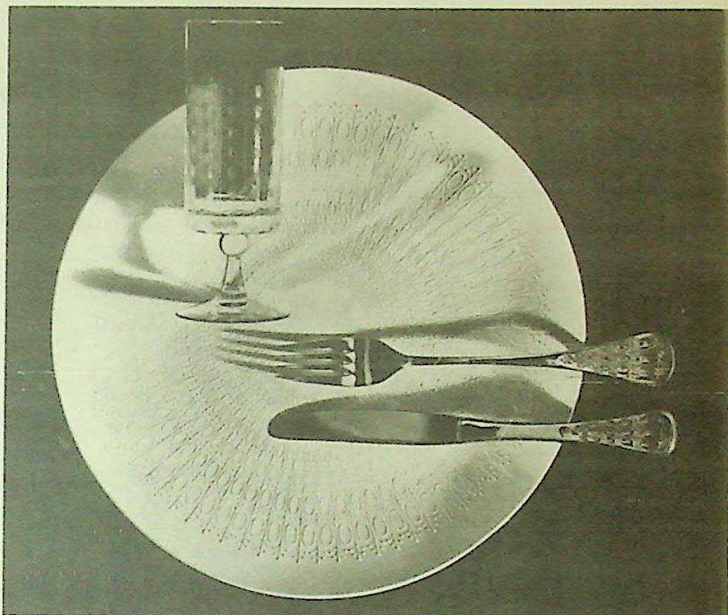
Ein Besteck von besonders vornehmem, elegantem und festlichem Charakter.
Echt Silber
Alpaka versilbert, 90er Auflage

p. 486

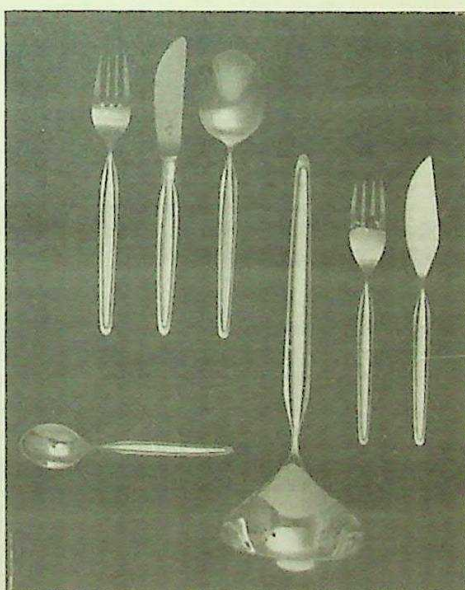
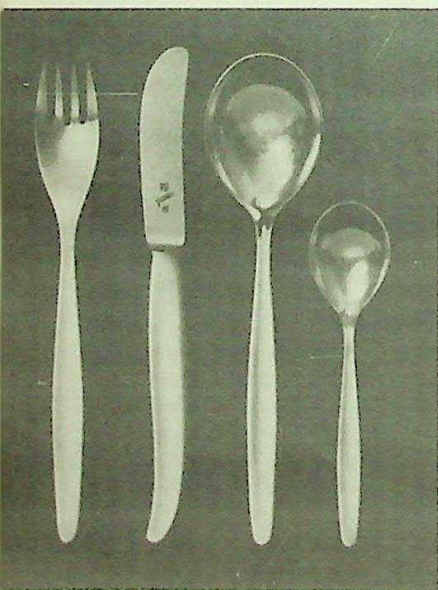


M. H. Wilkens & Söhne AG,
Bremen-Hemelingen.
Silbernes Besteckmodell, das bei
dem Wettbewerb „Produktform
Silber“ als beste Arbeit ausgewählt
wurde und in der Ausstellung
„Neues Gebrauchssilber“
gezeigt wird

BESTECKE - DIE GEFALLEN

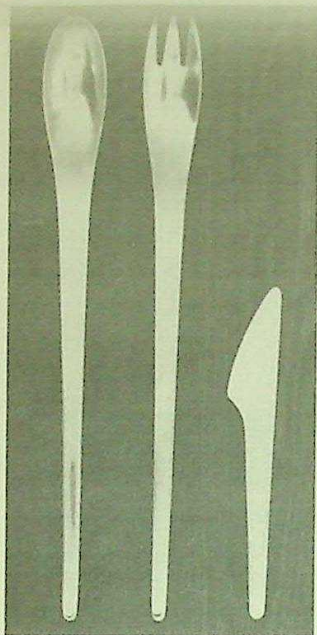


Rosenthal AG Selb.
Besteck, Porzellan und Glas als
Dreiklang mit spielerischem Reliefmotiv

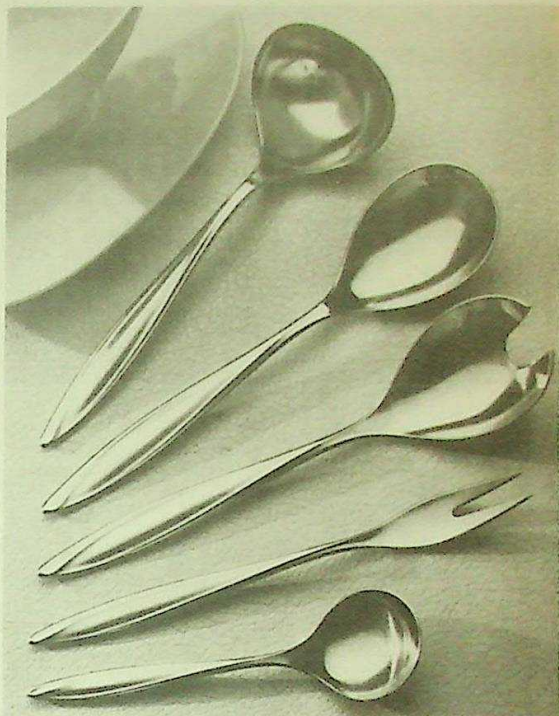


**Württembergische
Metallwarenfabrik,**
Geislingen.
Außen Besteckmodell
„Stockholm“ und neben
Besteckmodell
„Zürich 5000“, das neueste
Muster der WMF

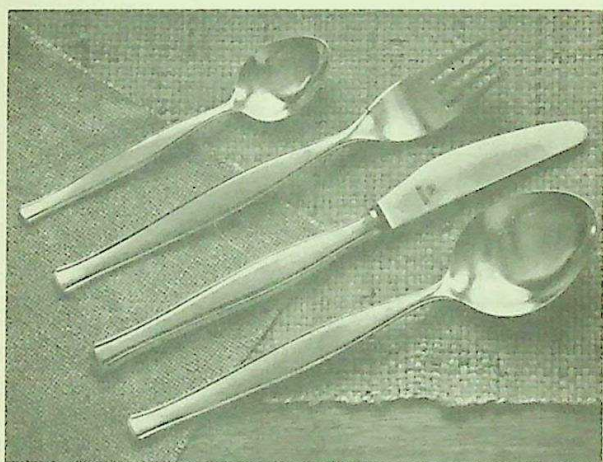
p. 487



Dänisches Besteck,
entworfen von
Arne Jacobsen, aus-
geführt bei A. Michelsen

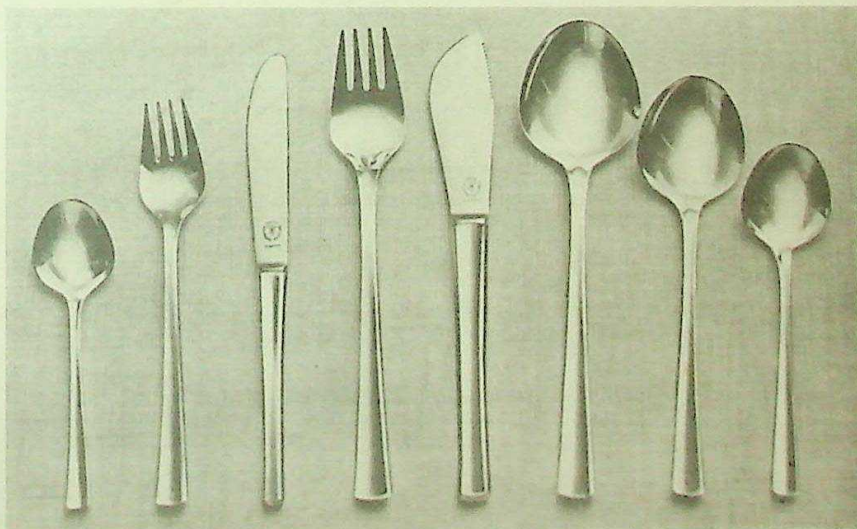


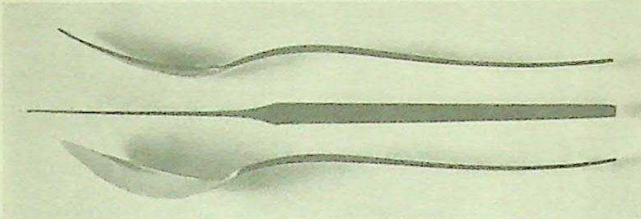
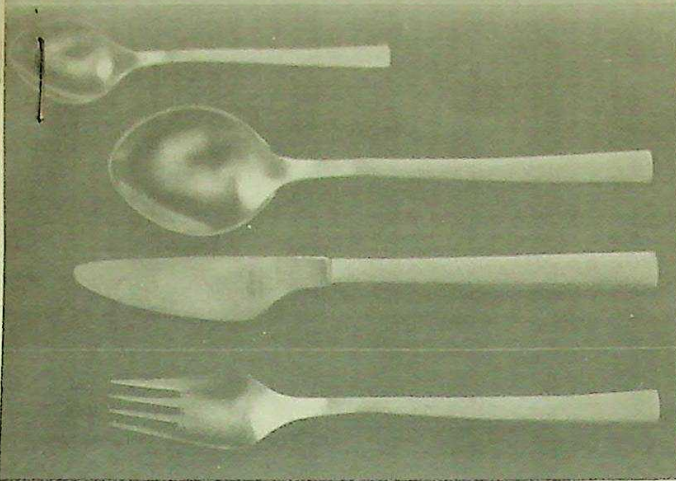
P. Bruckmann & Söhne, Heilbronn,
Vorlegebestecke aus dem „Princess“-Sortiment



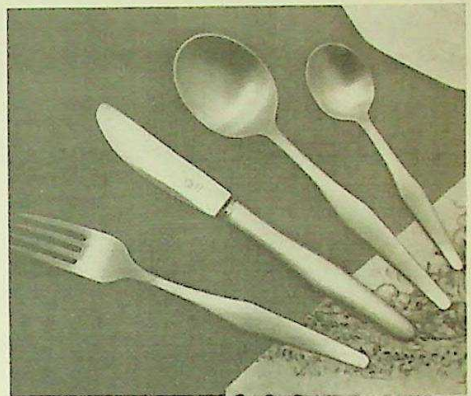
Heinrich Haupt, Lüdenscheld.
Besteckmodell „Komteß“, das in Alpaka 90 g versilbert
bzw. in Roneusil hergestellt wird

C. Hugo Pott, Solingen.
Von Carl Pott entworfenenes
Besteck, das in Sterling-
Silber oder Alpaka 90 g
versilbert geliefert wird

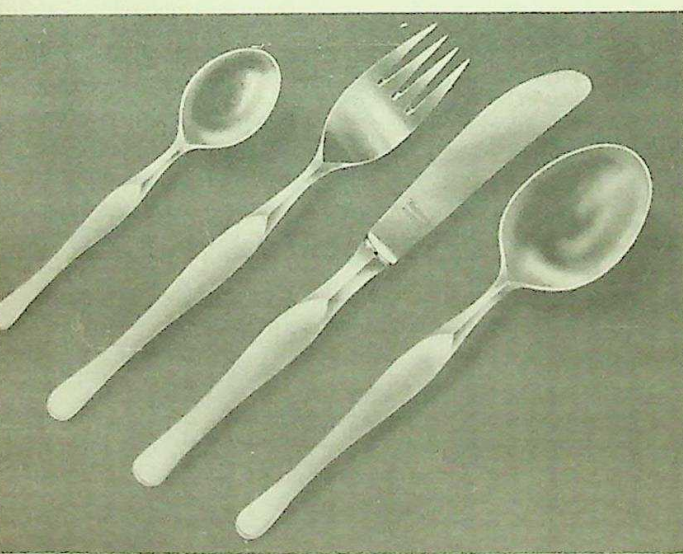




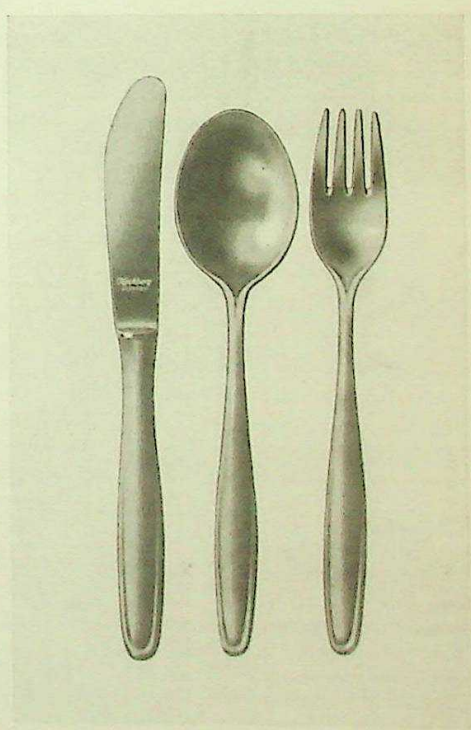
Wilhelm Binder KG, Schwäbisch Gmünd.
4teiliges Tafelbesteck „Asta“,
Entwurf Clem. Heikampf. Abb. darunter
Tafelbesteck „Asta“ im Schnitt

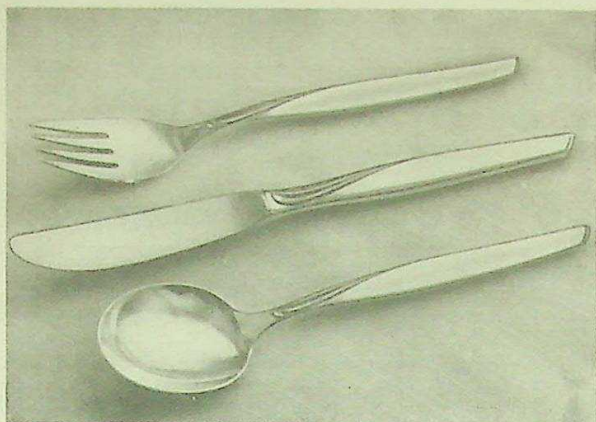


Friedrich Wilke, Hemer-Westig.
Gut in der Hand liegendes
Besteckmodell, das in Alpaka 90 g
versilbert oder in Roneusil geliefert wird

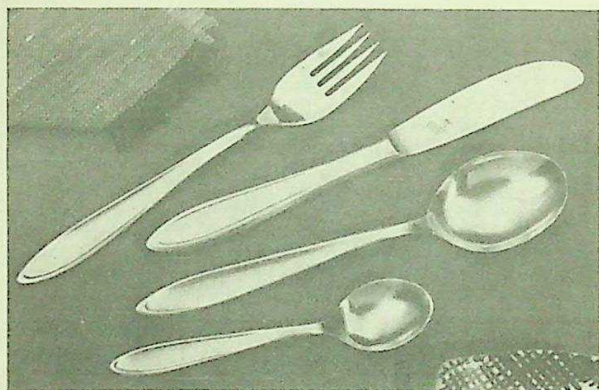


Koch & Bergfeld, Bremen.
Oben Besteckmodell „Primadonna“, Ausführung in Silber
oder 90 g versilbert.
Rechts nebenstehend Besteckmodell „Kochberg 180“
mit doppelter Feinsilberauflage





Bremer Silberwarenfabrik AG, Bremen-Sebaldsbrück.
Teile des Besteckmodelles „Jasmin“, Ausführung
90 g versilbert, mit Rückseitenverstärkung

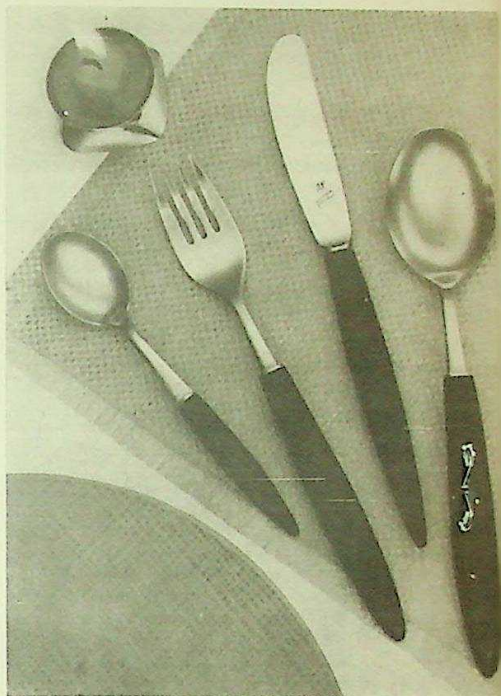


J. A. Henckels Zwillingwerk AG, Solingen.
FRIOSIL-Menübesteck in neuzeitlicher Linie und Menübesteck,
das mit Teakholz- oder echten Ebenholzgriffen geliefert
wird. Die Bestecke sind mit den in Eis gehärteten
FRIODUR-Klingen versehen

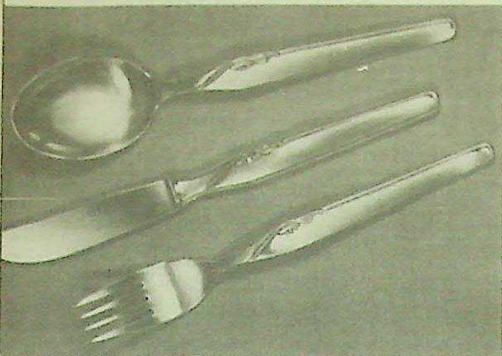


M. H. Wilkens & Söhne AG, Bremen-Hemelingen.
Micky-Maus-Kinderbesteck, das bereits großen
Beifall gefunden hat

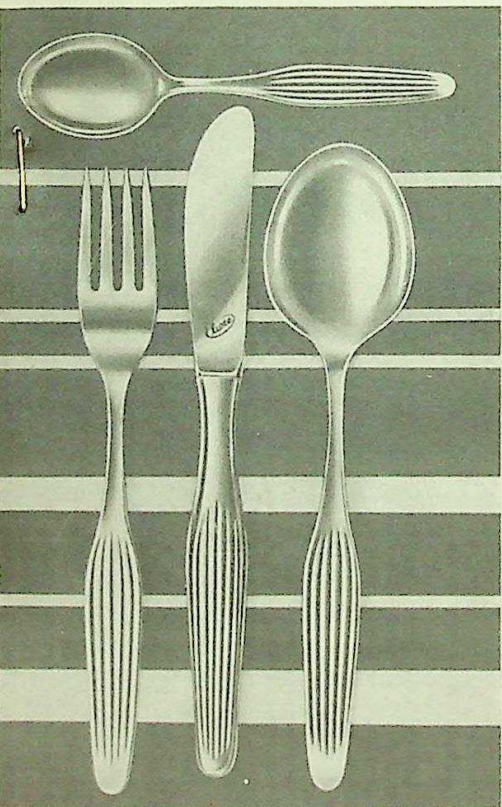
BESTECKE - DIE GEFALEN



p. 490

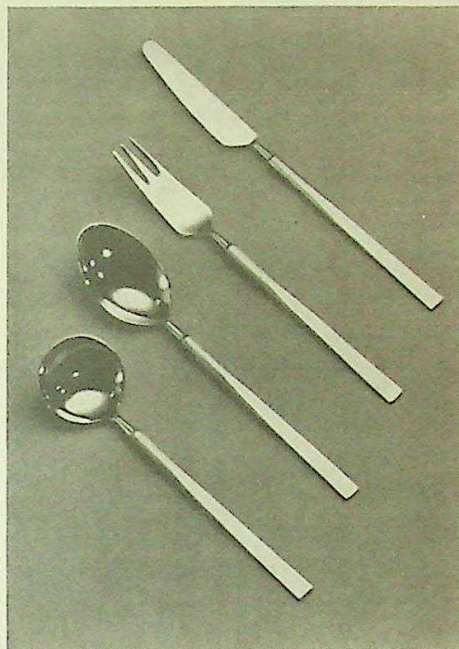


Jäger & Co., Viersen.
Besteckmodell mit zartem Dekor, das Menübesteck wird in 90 g versilbert und in Roneusil hergestellt

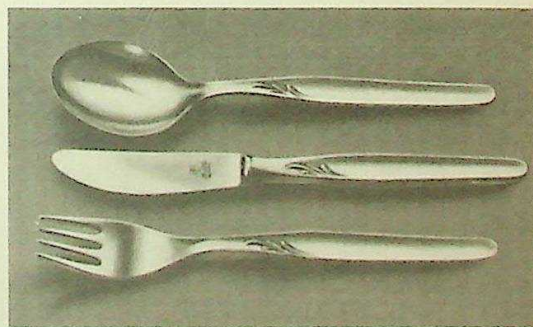


Lutz & Weiss GmbH, Pforzheim.
Menübesteck Modell „Florida“ mit schlichtem Riefendekor

BESTECKE - DIE GEFALLEN

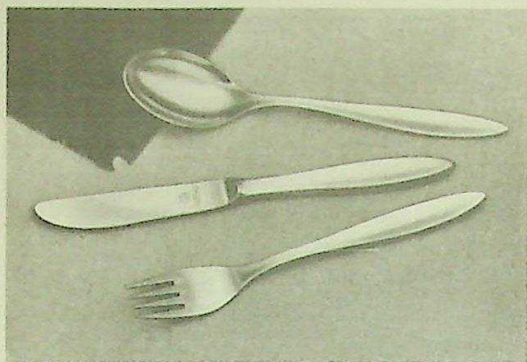


Dänisches Eßbesteck, Entwurf von Erik Herlow, ausgeführt bei Universal Steel Co. A/S



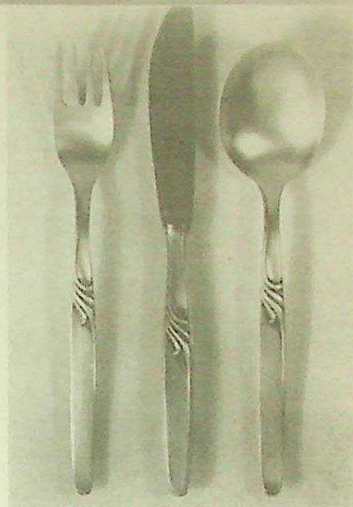
Heimendahl & Keller, Hilden.
Besteckteile des Modelles „Cocktail“. Eine zweckmäßige Form mit zartem Dekor

p. 491



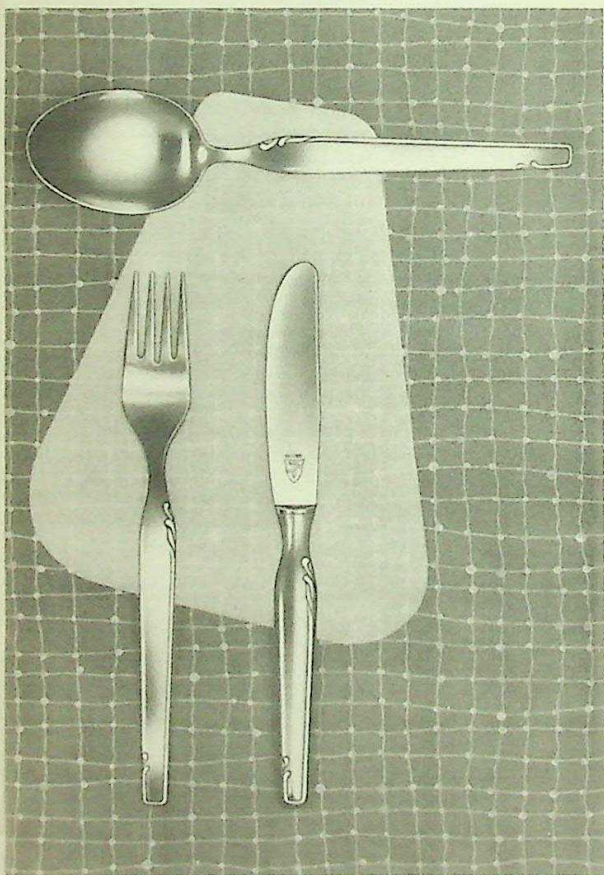
W. Seibel, Mettmann.

Teile eines Besteckmodells, das in Alpaka mit 90 g Silberauflage (Hauptabnutzungsstellen silberverstärkt) oder in Herosil-Roneusil hergestellt wird



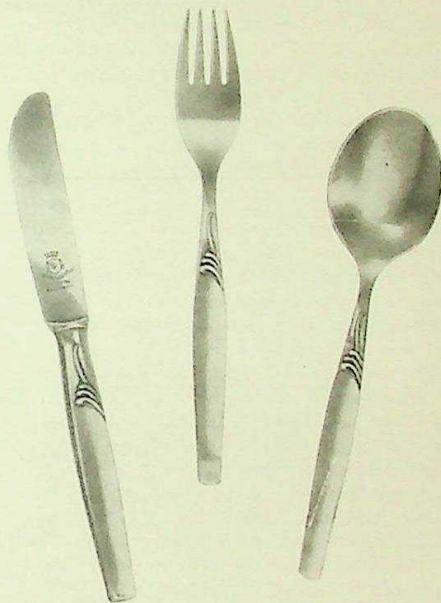
Hanseatische Silberwarenfabrik AG,

Bremen. Besteckmodell „Carmen“, Ausführung in Silber 800/000 oder 90 g versilbert



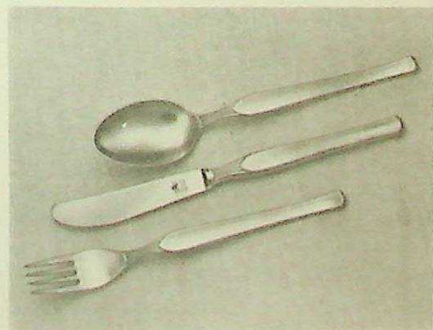
Fr. Burberg & Co. AG, Mettmann.

Eine Neuschöpfung in der Serie der Burberg-Bestecke, Ausführung 100 g versilbert oder Roneusil



Franz Fürst, Solingen.

Modell „Florina“, Ausführung in 90 g versilbert oder in rostfreiem Edelstahl



Wilh. Pfeiffer & Co, Solingen.
Modell „Schweden“, Ausführung in 90 g versilbert oder in Mangasil

Aus dem Innungsleben

Jahreshauptversammlung der Innung Schwaben für das Gold- und Silberschmiedehandwerk

Die sehr gut besuchte Jahreshauptversammlung am 28. Mai 1960 in Augsburg wurde von Obermeister Schmedding geleitet. Er gedachte zunächst des verstorbenen Obermeisters der Innung Oberbayern, Friedrich Raig, der einer unserer führenden Goldschmiede in Bayern war, und würdigte seine großen Verdienste um den Wiederaufbau des Innungswesens nach dem Kriege. Nicht zuletzt durch seine Person war und ist der Kontakt der Innungen Schwaben und Oberbayern sehr eng und freundschaftlich.

Mit Stolz kann festgestellt werden, daß aus der Innung Schwaben in den letzten Jahren beim Leistungswettbewerb der Deutschen Handwerksjugend verschiedene Landes- und sogar 2 Bundessieger hervorgegangen sind. In diesem Zusammenhang wurde auch die ehrenamtliche Tätigkeit des Gesellenprüfungsausschusses, unter dem Vorsitz von Lehrlingswart Josef Wagner, lobend erwähnt.

Bei der Neuwahl der Vorstandschaft wurde für den aus Altersgründen zurücktretenden stellv. Obermeister Rosenmaier, das aktivste Mitglied der Innung, Günter Winkler, Augsburg, gewählt. Die von Obermeister Schmedding Herrn Rosenmaier zugeordneten Dankesworte, für die langjährige geleistete, wertvolle Mitarbeit wurden von starkem Beifall unterstrichen.

Die Vorstandschaft setzt sich nun wie folgt zusammen: Obermeister: C. A. Schmedding, stellv. Obermeister: Günter Winkler, beide Augsburg, Kassen- und Schriftführer: Alexander Weiß, Oberstdorf, Lehrlingswart: Josef Wagner, Augsburg.

Lehrlingswart Wagner wies darauf hin, daß durch die Initiative der Innung nun ein Goldschmiedemeister die Ausbildung der Lehrlinge in der Berufsschule Augsburg übernehmen konnte. Als zusätzliche Förderung der praktischen Ausbildung ist die Angliederung einer Goldschmiedewerkstätte an die Fachklasse beabsichtigt.

Um dem Nachwuchsmangel in unserem Handwerk abzuweichen, sollte durch Zeitungsartikel für unser schönes Handwerk geworben werden. Eine Werbung besonderer Art ist die rege Beteiligung an den Schmuckwettbewerben des Zentralverbandes. Durch Ausstellungen und Veröffentlichungen der hervorragendsten Arbeiten wird die beste Propaganda getrieben.

In der allgemeinen Aussprache wurden u. a. Gewerbeförderungsmaßnahmen, Lohnstarif, Beteiligung an der Deutschen Handwerksmesse, Berechtigung zur Führung der Bezeichnung »Juwelier«, italienischer Schmuck und polizeiliche Diebstahlsberichte besprochen.

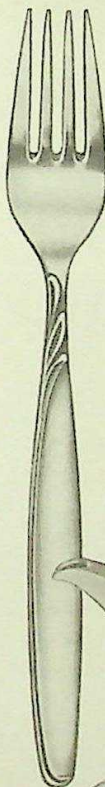
Nach dem gemeinsamen Mittagstisch gab Kollege Winkler mit selbstaufgenommenen Farb-Dias und -Filmen einen sehr anschaulichen Bericht über seine Indienreise. Stimmungsvolle Landschaftsaufnahmen wechselten mit gut eingefangenen Bildern von Volkstänzen, -bräuchen und -trachten ab. Viel Anklang fanden vor allem die Aufnahmen von der Edelsteingewinnung auf Ceylon, wo die Einheimischen, unter kaum erträglicher Hitze bis zu den Hüften im schlammigen Wasser stehend, die kostbarsten Steine ausschwenken. Aufnahmen von herrlichen Denkmälern indischer Baukunst ergänzten die Bildfolge.

Für die sehr sehenswerte Vorführung bedankten sich die anwesenden Gäste und Mitglieder mit begeistertem Beifall.

1015/13



Baustein für erhöhten Umsatz...



Käufer von heute sind markenbewußt und schätzen die Qualität. Deshalb gehören **WMF Bestecke** und **WMF Tafelgeräte** in Ihr Verkaufsprogramm. Denn: WMF ist für Ihre Kunden ein fester Begriff. Hier abgebildet: das Besteck "Rom", Warmhaltekanne und Rahmservice – drei gut verkäufliche WMF Artikel von vielen. **WMF** bietet eine erstaunlich reichhaltige Auswahl – ein Plus für den Fachhändler, der bestrebt ist, seine Kunden wirklich individuell zu bedienen. Wir senden Ihnen gern zugkräftiges Werbe- und Dekorationsmaterial.



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DEN BOSCH-Holland

asta

60 A/p. 90g versilbert 6000 Silber 800/000

Floreat-Binder-Besteck

Ein Verkaufserfolg

Wilhelm Binder K.G. Schwäbisch-Gmünd

Präzision

bei der Ausführung ist gleich der Ausgewogenheit des Entwurfs ein Bestandteil des Kunstwerks. Der Goldschmied weiß daher den Wert des Handwerks besonders zu schätzen. Handelt es sich um Feilen, dann wählt er - - DICK-Präzisionsfeilen. Sie sind hervorragend in Form, Härte und Schnittbeständigkeit. DICK-STICHEL für Graveure von gleicher Güte.

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seit 1924

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Spez. Smaragde - Rubine - Saphire - Perlen
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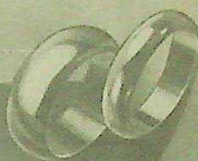


**POKALE
BECHER
PLAKETTEN
SPORT-
U. EHRENPREISE**

WILHELM WOLFF
INH. LUDWIG HUMMEL
PFORZHEIM - GEGR. 1894

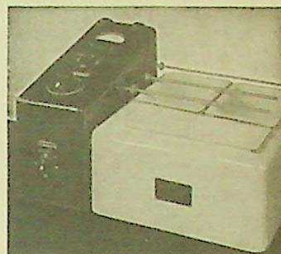


TRAURINGE



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Galvanische Anlagen
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gangbaren Drahtstärken, Preise
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knöpfe, Ringe z. T. in Silber, Doublé
und Gold gefaßt, Kassotten, Brief-
öffner, Schlüsselketten, Ostpreußen-
Abzeichen usw.

evtl. sofort ab Lager
Reparaturen aller Art
Neuanfertigung nach Zeichnung

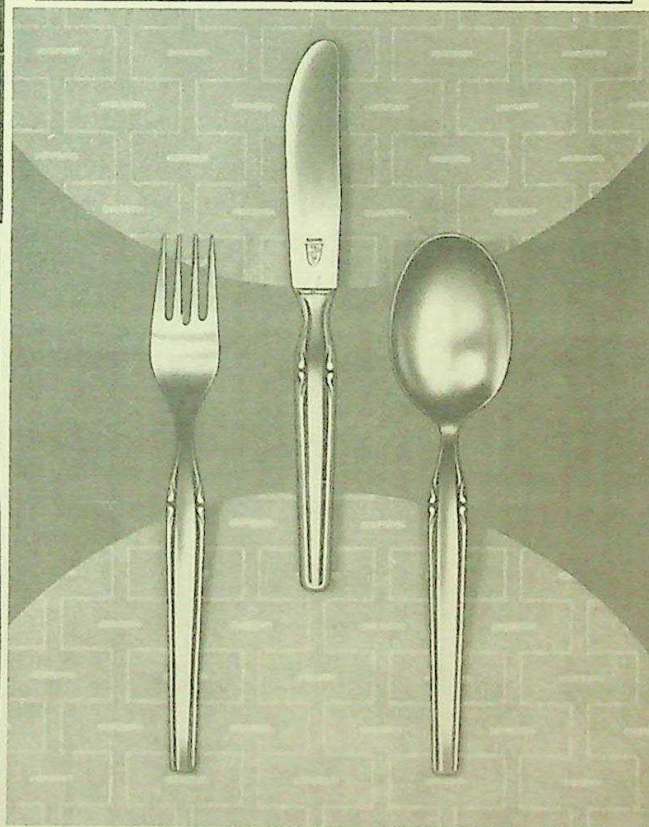
Friedrich Kolletzky
ERBACH/ODW.

Albec - Reformetuis
FÜR BESTECKE
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Das Spezialhaus
für Etiketten-Erzeugnisse
Buchdruckerei
FERDINAND EISELE
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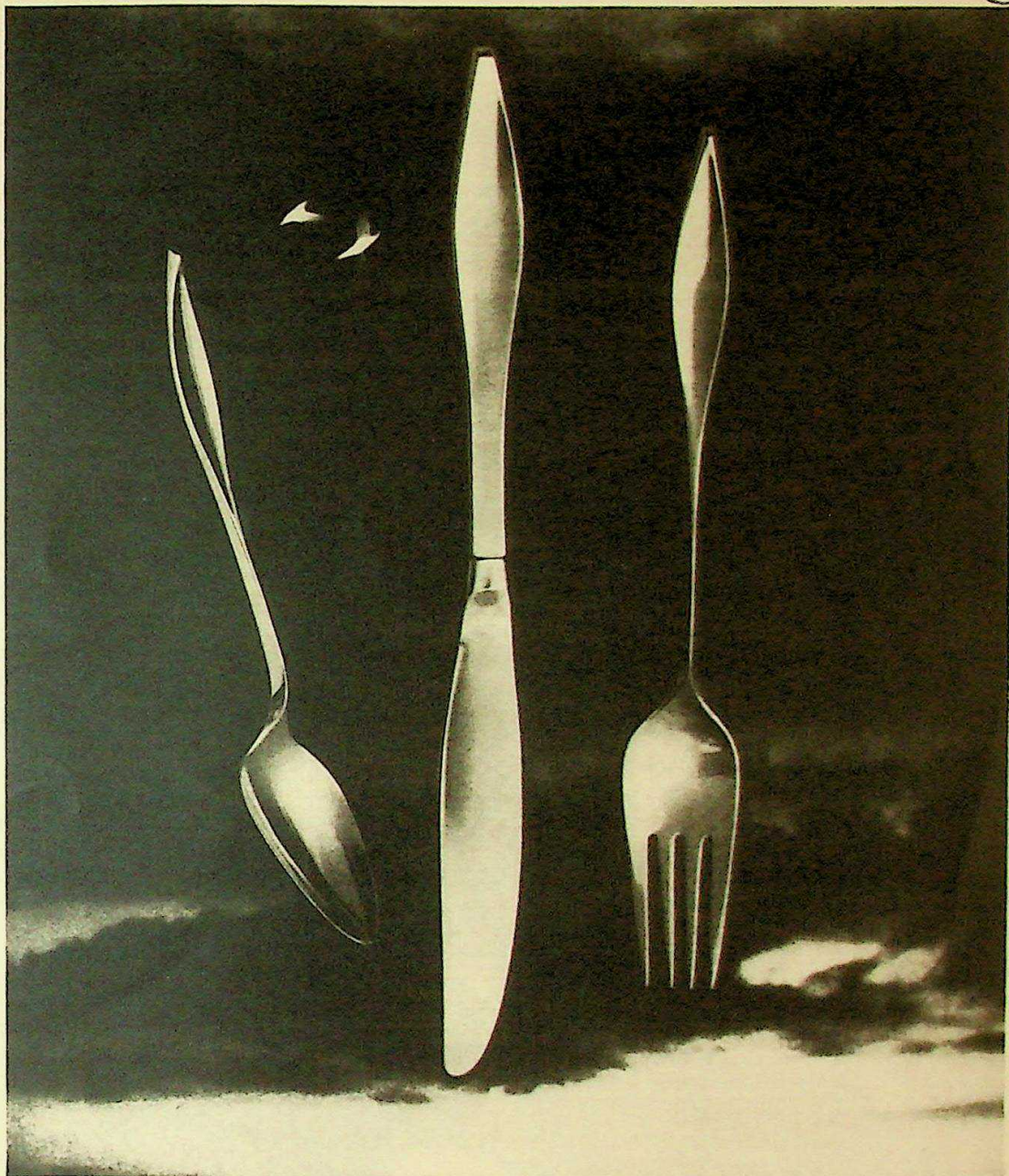
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Auszeichnungs-Etiketten
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Fr. Burberg & Co. - Aktiengesellschaft - Mettmann - Modell 242/100

XD-54/12



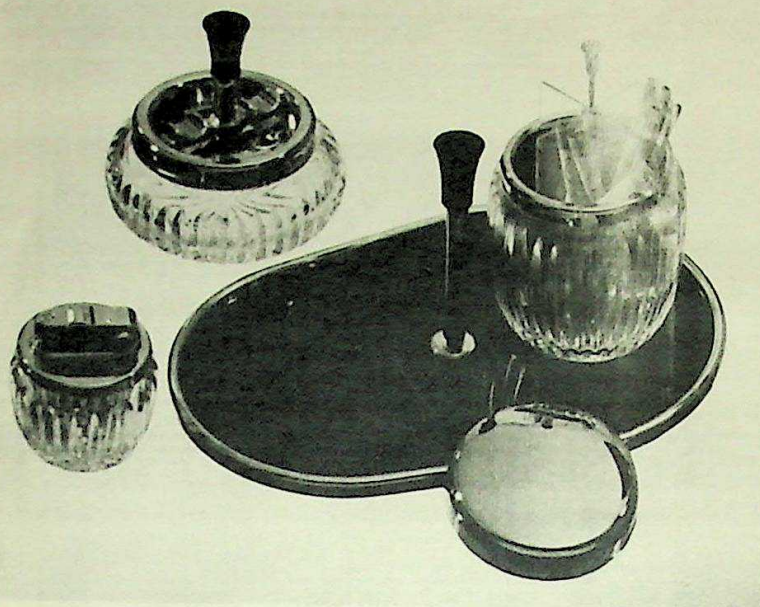
D-185, 569

6-piece place setting \$38.75. 32-piece service for eight \$214. F.T.I.

The Lark, the fairest sterling in the land
REED & BARTON

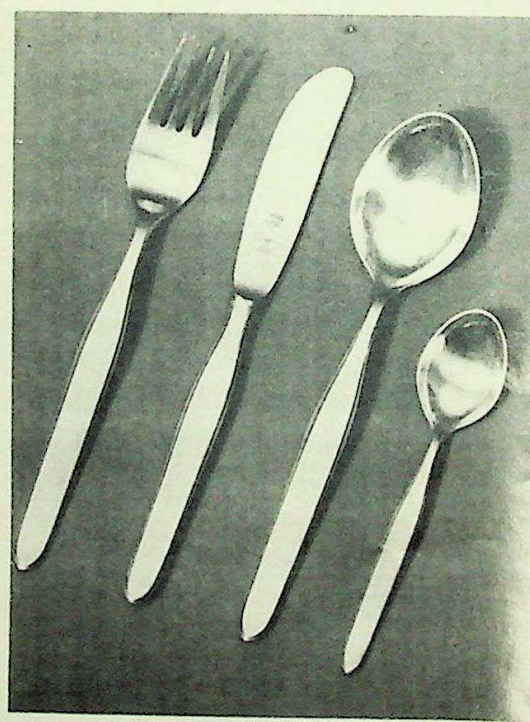
For nearest store, and booklet on this and 17 other Reed & Barton solid silver patterns write Reed & Barton, Dept. M760, Taunton, Mass.

D7-642



MODELLE AUS SCHWÄBISCH GMÜND

Erhard & Söhne GmbH
Automatische Rauchergarnitur mit
Kristallunterteilen

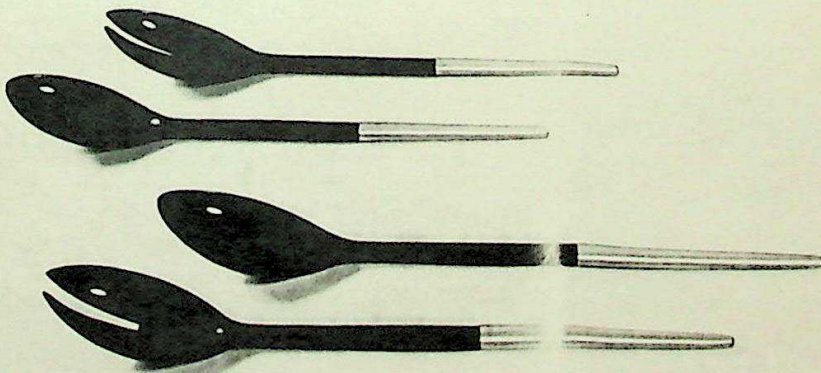
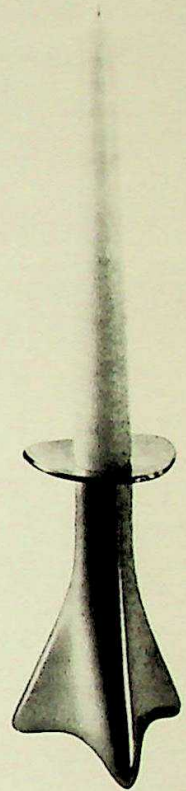
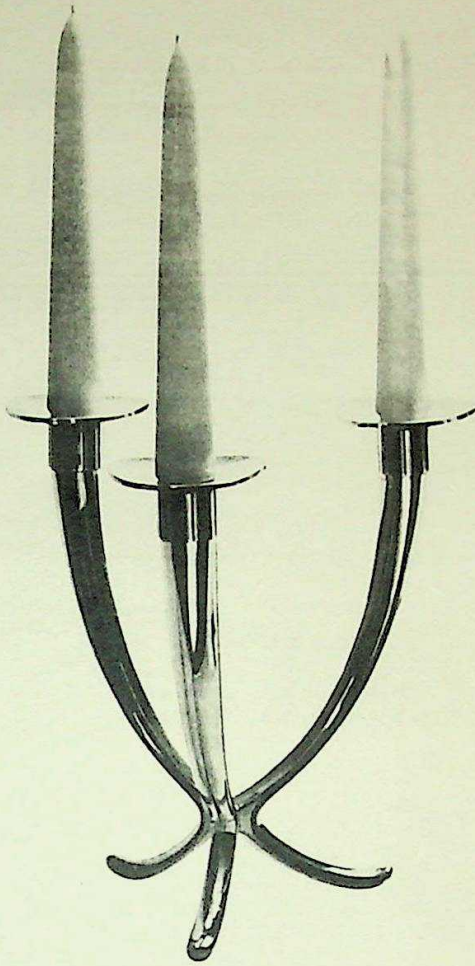


August Wellner Söhne GmbH.
Besteckmodell „Regina“, das eine elegante
Linienführung aufweist



G. Kurz
Handgeschlagenes Mokkaservice
in Sterling-Silber mit Elfenbeinknöpfen
sowie moderne Weinkanne mit 2 Liter Inhalt

MODELLE AUS SCHWÄBISCH GMÜND



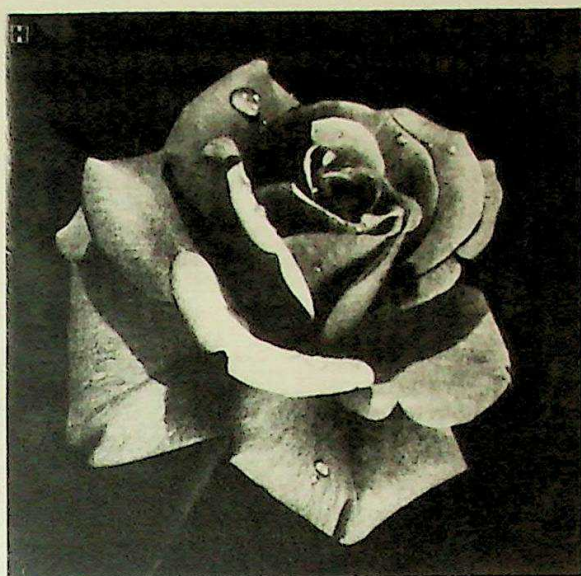
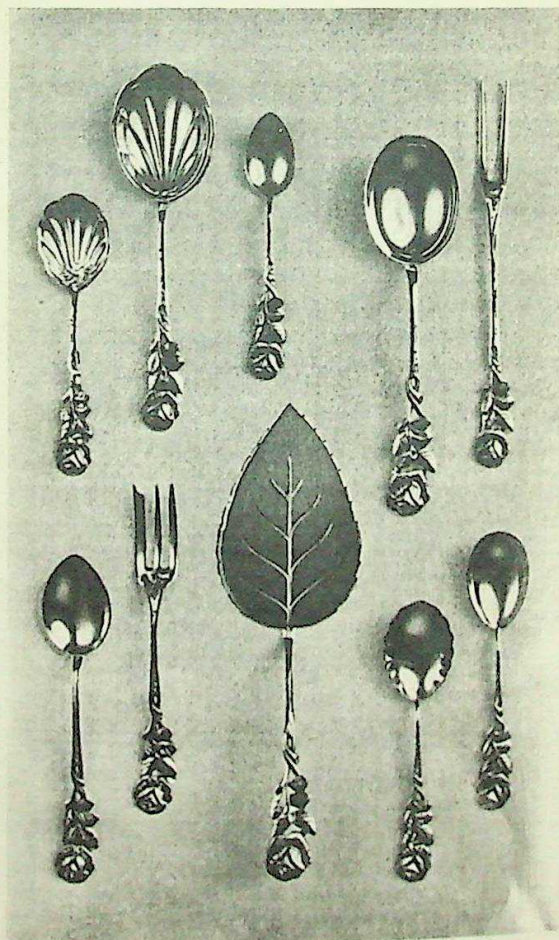
Hermann Bauer
Dreilichtiger Tafelleuchter
und einlichtiger
Tischleuchter in Silber
925/000
Besteck mit Silbergriffen

Was die Zeiten überdauert

Nehmen Sie ein Weinglas in die Hand, zwischen dem griechischen und dem der Römer ist kaum ein Unterschied. Die Empfangshallen moderner Industrieunternehmen haben ihren Ursprung in der byzantinischen und frühchristlichen Kunst. In allem ist Vergangenes, Bleibendes, das den Modifikationen der Zeitepochen unterworfen ist. Der Mensch war das Sachlich-Zweckmäßige lebensfremd. Selbst die täglichen Gebrauchsgegenstände wurden phantasievoll verziert, um ihnen Gefühlswerte des Heimeligen zu verleihen. Darauf beruht sich die weitverbreitete Vorliebe vieler Menschen, ihr Zuhause mit antiken Kunstgegenständen – echt oder Imitation – als Wandbehänge, Vasen, Tafelgeräte zu bereichern. Die bewundernswerte Traditionsgebundenheit war vor dem Kriege vorwiegend in Norddeutschland, in Pommern und in Ostpreußen zu Hause. Nach dem Kriege wurde diese Sitte auch in Süddeutschland wieder belebt. Sehr starke Impulse kamen von der Industrie, die es verstand, aus bloßen Schaustücken vollwertige Gebrauchsgegenstände zu machen, wie die nachstehende Abbildung zeigt.

Alle diese Dinge haben bleibenden Wert. Obgleich in Konstruktion und Fertigungsmethoden dem Modernen angepaßt, sind und bleiben sie ein Abglanz vergangener Epochen, der die Zeiten überdauert.

Teile der neuen ANTIKO-Serie 1900 in 100 g Feinsilberauflage

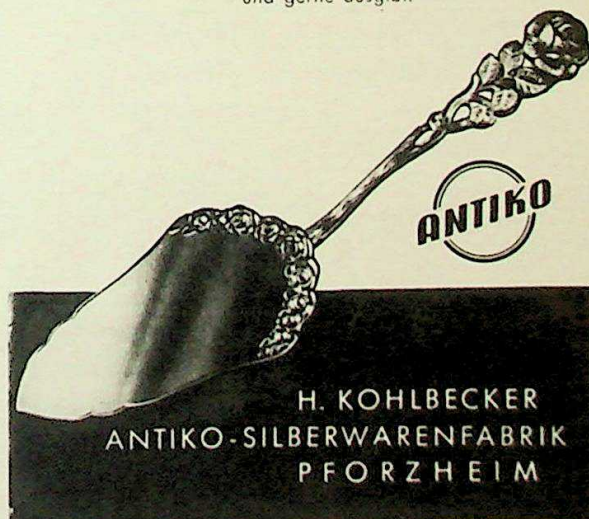


HILDESHEIMER ROSE

Alle ANTIKO-SILBER-TAFELGERÄTE tragen als Krönung ihrer geschmackvollen Ornamentik die legendäre „Hildesheimer Rose“.

Wer schmeichelhaft und zweckdienlich zugleich beschenken möchte, der wähle Tafelgeräte aus ANTIKO-Silber mit diesem Symbol klassischer Anmut. Es ist formschön, stabil und trägt den Wertstempel 800 000.

Zu jedem festlichen Anlaß ein Stückchen dazu: dekorative Zuckerzangen, Tortenheber, Mokkalöffel, eine zierliche Vorlegegabel und viele andere reizvolle Dinge – spielerisch und praktisch – zu Preisen, die man mühelos und gerne ausgibt.



Verlangen Sie bitte unverbindliches Angebot

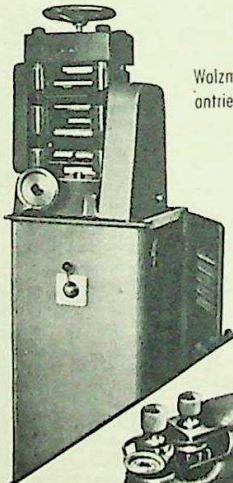


NO 809 Sinfonie

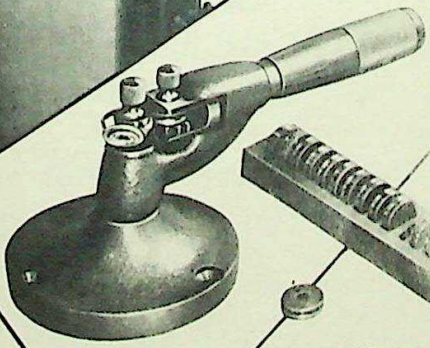
August Wellner Söhne G.m.b.H.
Schwäbisch Gmünd




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 Umschleifarbeiten von
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bringt Ihnen ein
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 Alle Geschäftsdrucksachen
 Preisschilder-Serien für
 Schaufenster und Vitrinen

Sämtl. Zisellerarbeiten, spez. Sie-
 gel- und Trauringe, Gravieren von
 Wappen, erhaben u. vertieft usw.
 Beste Referenzen. Gegr. 1921.
 Alb. Sparr, Großheppach b. Stuttg.

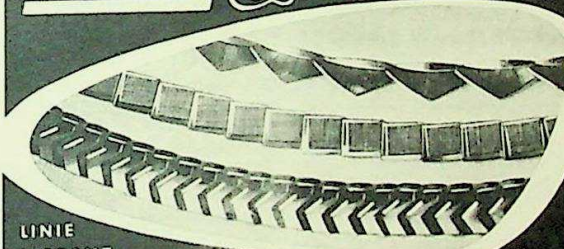
Edelsteine

Gravierungen,
 Umschleifen,
 Zuchtperlimport

Goldschmuck · Juwelen
 Extraanfertigungen

WALTER LAHR, Idar-Oberstein

MP SCHMUCK Silber-Doublee



LINIE
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GEBR. HOLLANDER
 DER MODERNE SCHMUCK
 PFORZHEIM

Güter Schmecke
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Poliertische

B.-Patent

Ständer-
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Die hervorragenden
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 zwispindelig.

Tischmodell
 50x27x13 cm

Poliermotor, Exhaustor
 Filter in einem Gerät vereint
 Das Staubproblem ist damit
 Weisert, Loser & Sohn, K.
 Karlsruhe-We

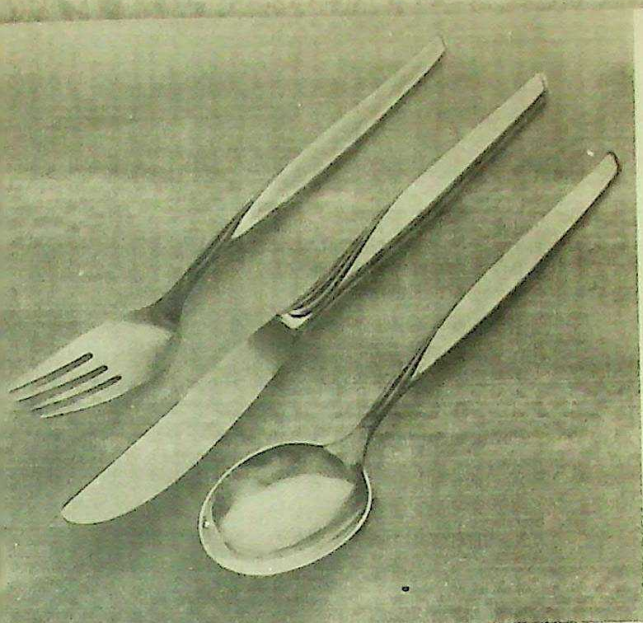


Modell „BARONESS“

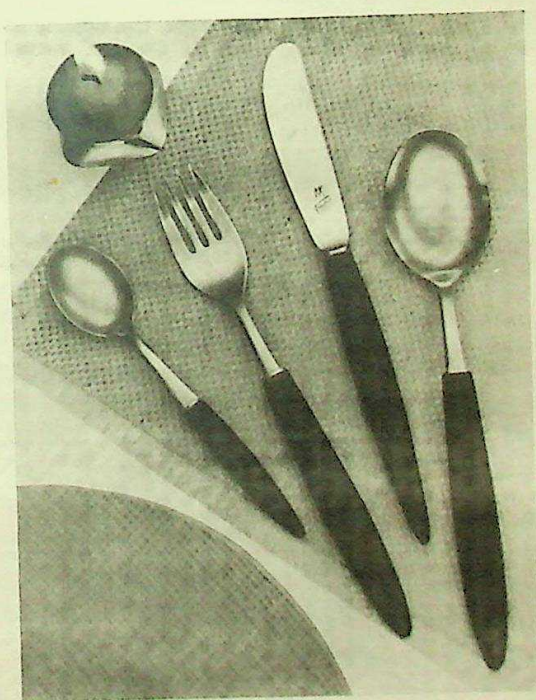
Nr. 94 Alp. 90 g versilbert
 Nr. 9400 Original „Roneusil“

HEINRICH HAUPT · Fabrik für Qualitätsbestecke · LUDENSCHIED/WESTF.

X D - 7/FLATWARE 1/2
BOX

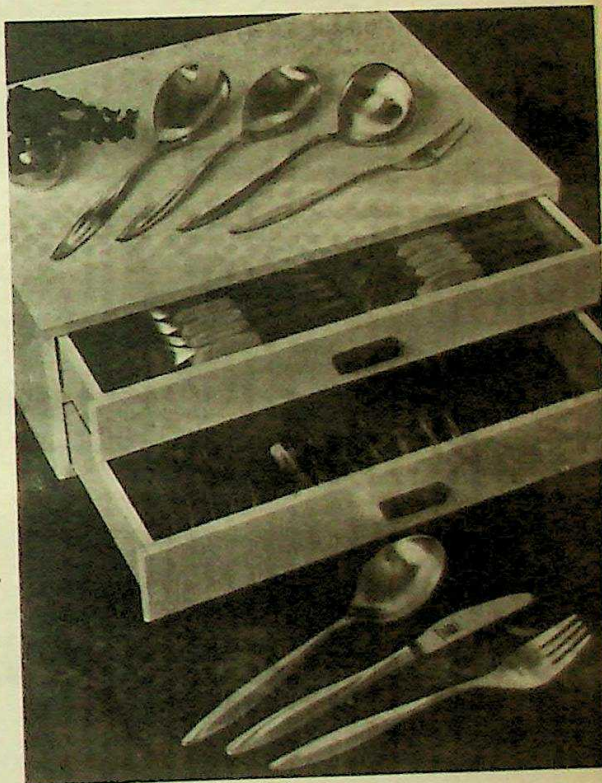


Bremer Silberwarenfabrik AG,
Bremen-Sebaldsbrück
Besteckmodell „Jasmin“.
Ausführung in Silber oder in 90 g
versilbert, oxydiert

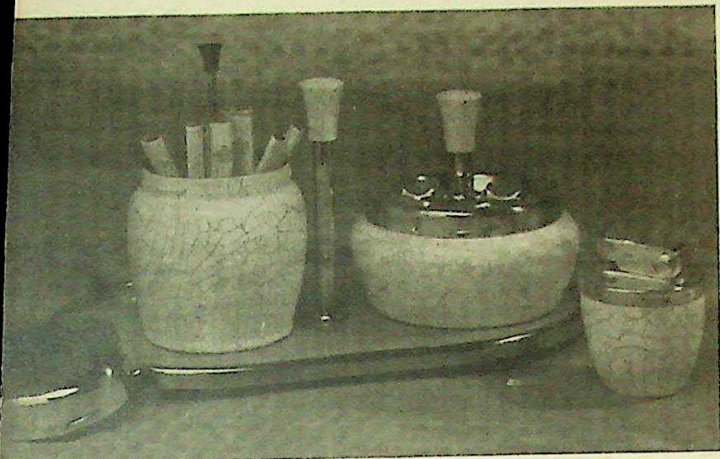


MODELLE ZUR MESS

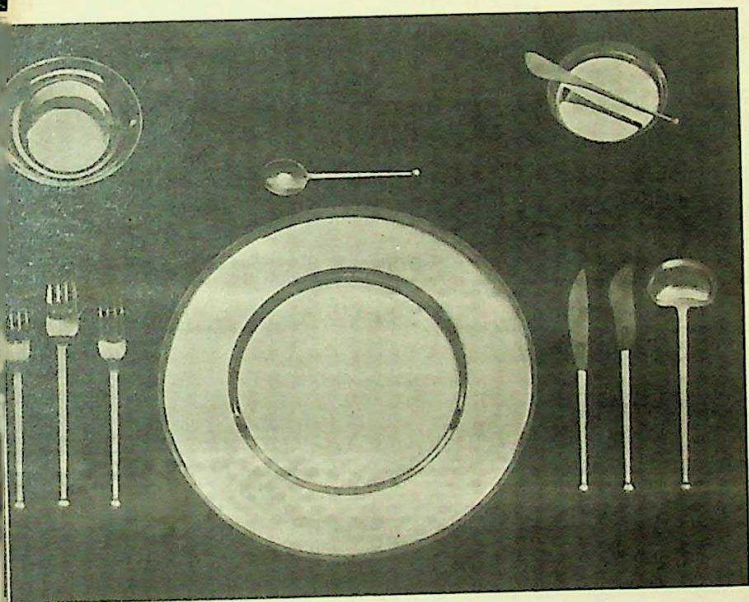
P. Bruckmann & Söhne, Heilbronn
Kassette aus abwaschbarer Folie
für sechs 5-teilige Tafelbestecke.
Besteckteile von dem erfolgreichen
Besteckmuster „Princess“



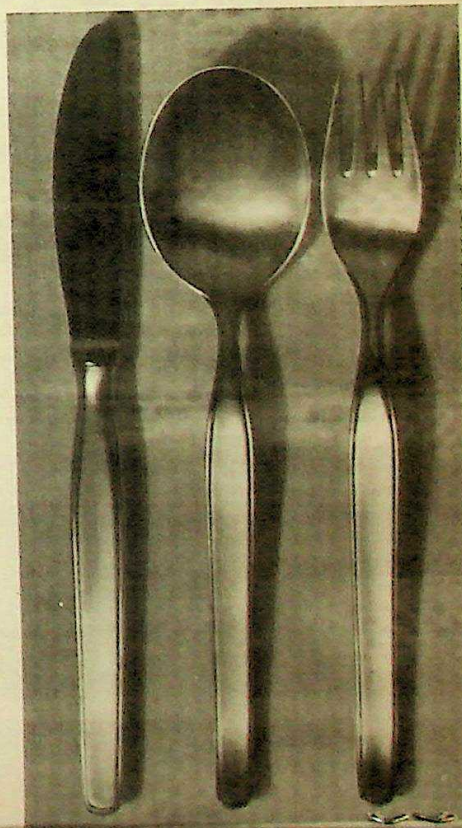
J. A. Henckels Zwillingwerk AG, Solingen
FRIOSIL-Menü-Besteck, das mit Teakholz- oder
mit echten Ebenholzgriffen geliefert wird



**Erhard & Söhne GmbH.,
Schwäbisch Gmünd**
Neue automatische Rauchergarnitur
mit Craquelé-Lackierung



**M. H. Wilkens & Söhne AG,
Bremen-Hemelingen**
Besteckmodell ANNETTE, das in Silber
und in 90er Versilberung mit
verstärkter Silberauflage hergestellt
wird



C. Hugo Pott, Solingen

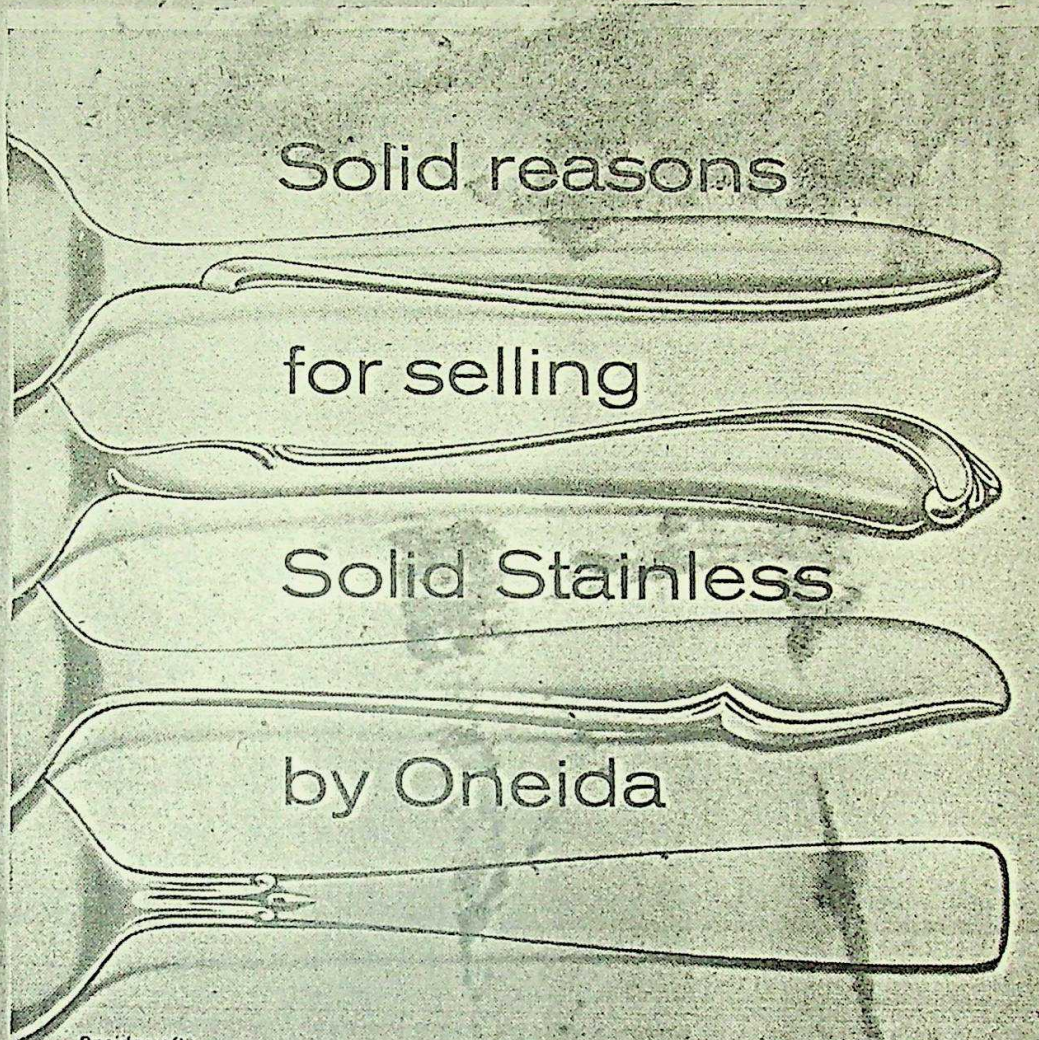
Silbernes Besteck nach einem Entwurf von
Prof. Dr. Joseph Hoffmann, Wien, ausgestellt auf
der Weltausstellung in Brüssel. Platzteller,
Fingerschale und Untersatz werden nach Entwürfen
von Carl Pott in Silber ausgeführt. Alle Modelle
sind gesetzlich geschützt

D7/642

Housewares

page 41

Home Furnishings Daily
Monday, March 14, 1960



D-186,187

D-183,515

D-177,857

D-176,077

Oneidacraft®
Deluxe Stainless
TAPER®
SHASTA®
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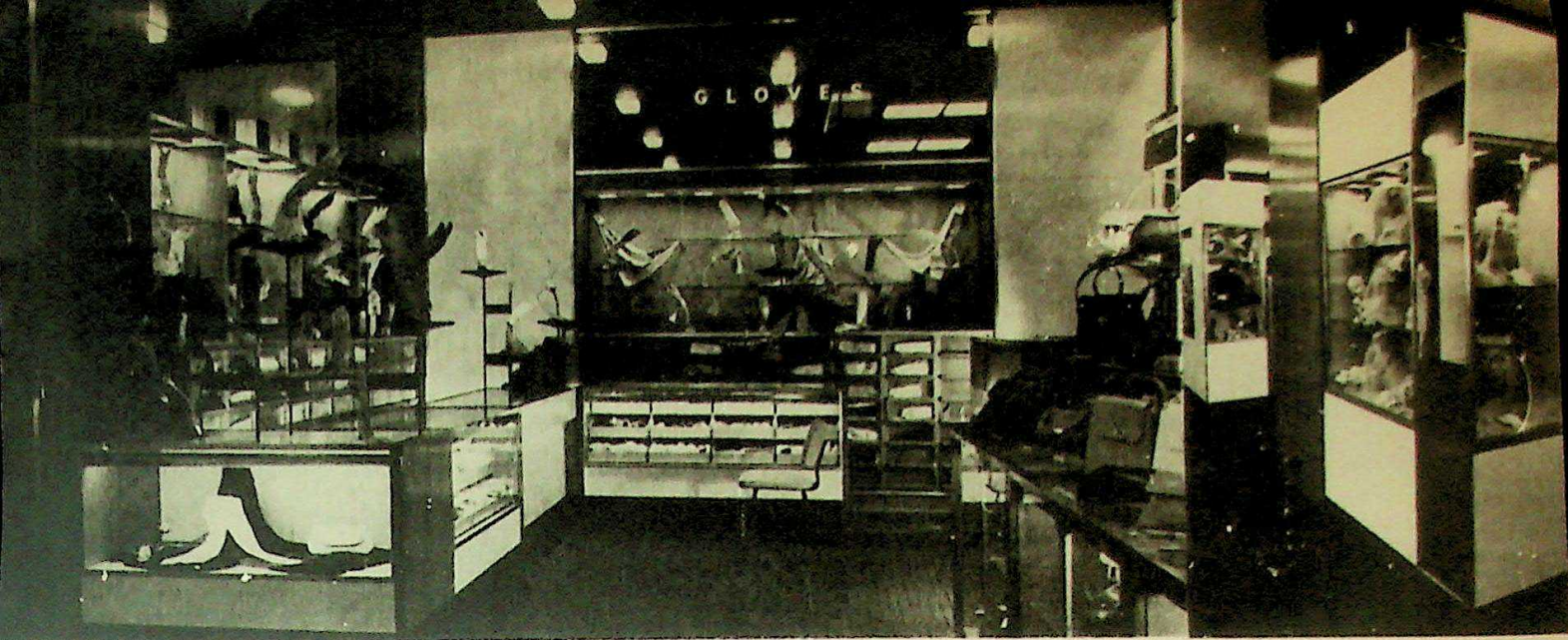
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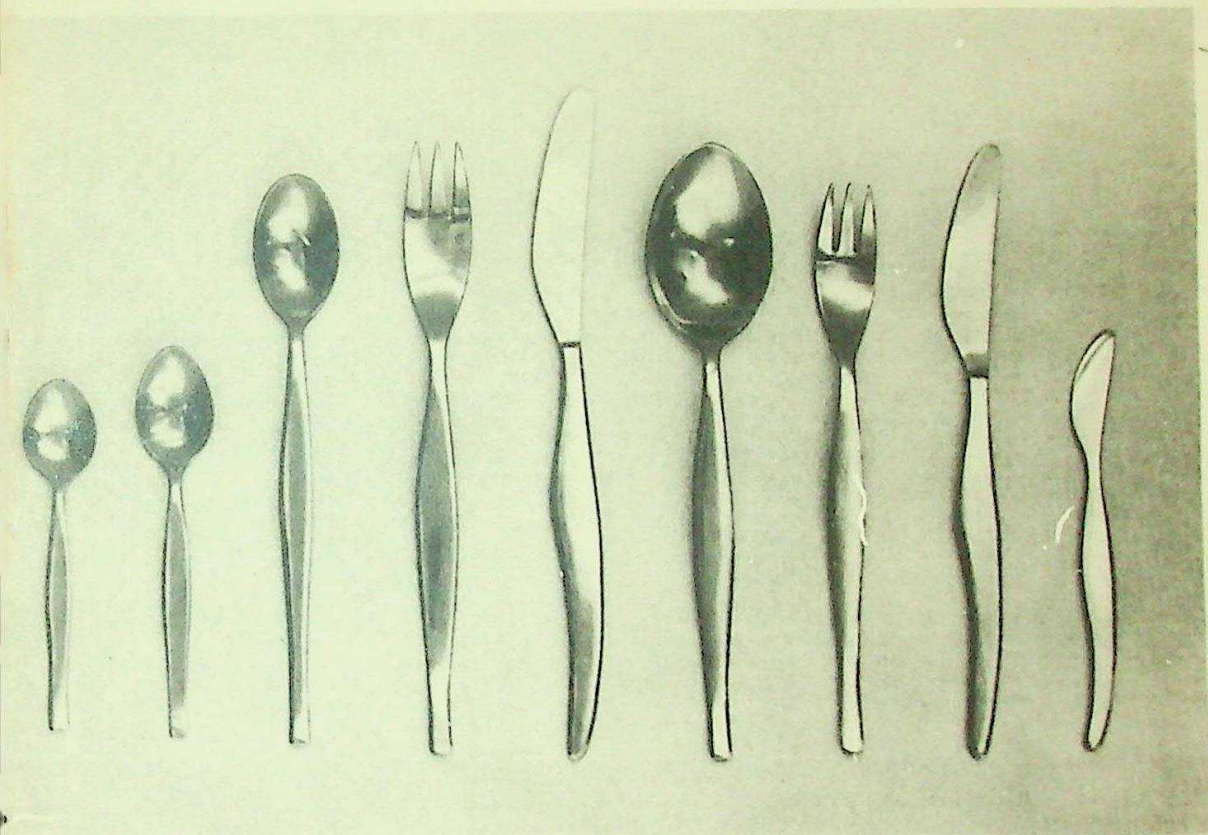


January, 1960

Design 133

p. 53

XD-22/3



continued

to hold; the hollow-ware is stable, even when it is turned upside down to drain, and it has been designed for maximum durability; the jugs pour easily and the handles do not get hot. The same basic shape of pot - ie tea pot, coffee pot and milk jug runs throughout the range for ease of production. The designs will be satin finished with a special treatment for hard wear. The flatware is made by Mappin & Webb Ltd for the Orient Line, and will probably go into general production. The hollow-ware, which is made by J. & J. Wiggin Ltd will also go into production.

Robert Welch



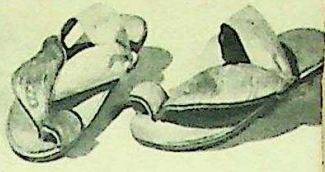
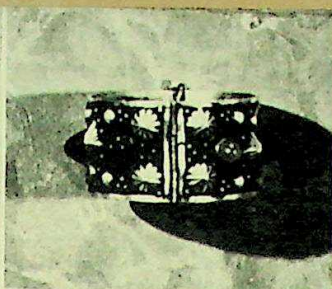
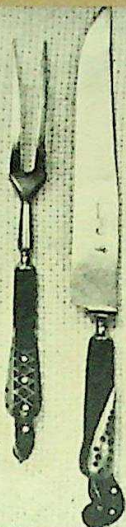
R. G. Evans



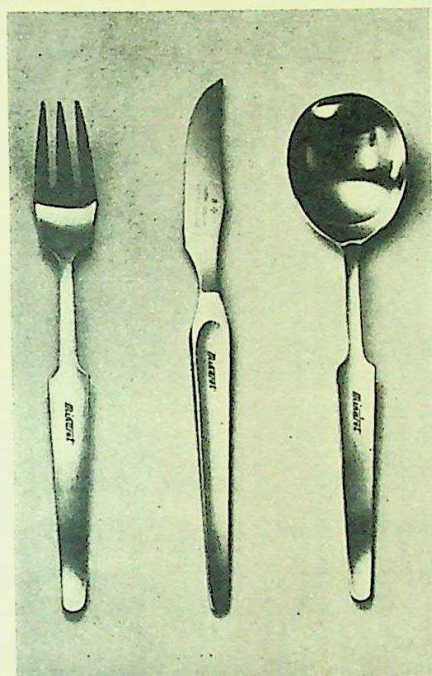
Cutlery made in the Lebanon.
Silver bracelet - one of the exhibits in a
display of Greek handicrafts in New York.
Goat skin sandals made in the Lebanon.

p. 55

DESIGN
December, 1959



XD-54/12



Record of Designers

This satin finished stainless steel cutlery and flatware was designed by E. G. Clements in conjunction with M. J. A. Palmer of Joseph Rodgers & Sons Ltd., the manufacturer. Mr Clements was recommended by the Record of Designers. Manufacturers and others wanting design consultants or staff designers can apply for a short list (requirements must be stated in some detail) to the Record of Designers, CoID, 28 Haymarket, London SW1, or to the CoID, Scottish Committee, 46 West George Street, Glasgow G2.

ish Committee: at 46 West George Street, Glasgow G2) by Great Britain by Tillotsons (Bolton) Ltd, Bolton and London

p. 76 DESIGN Dec, 1959

DESIGN 132

TITLE <i>MADemoiselle</i>			
*D54/12			
VOL.	NO.	DATE	PAGES
.		Nov. 59	pp. 132, 133

page 133

~~D54-12-R~~

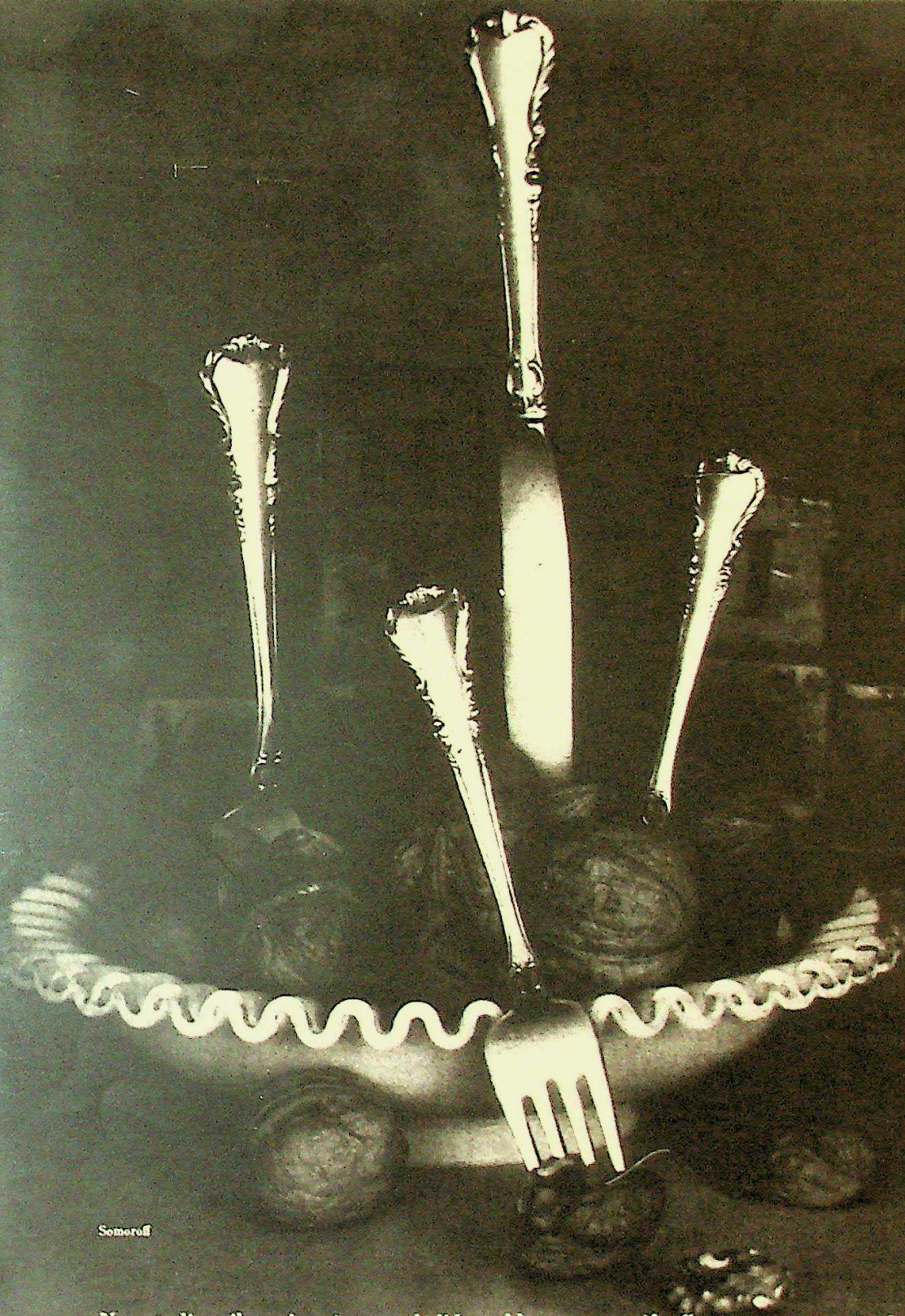
Holiday sterling



Debussy by Towle has the liquid, lasting beauty of the moonlit sea reflected in the master's greatest music...\$46* for the six-piece place setting

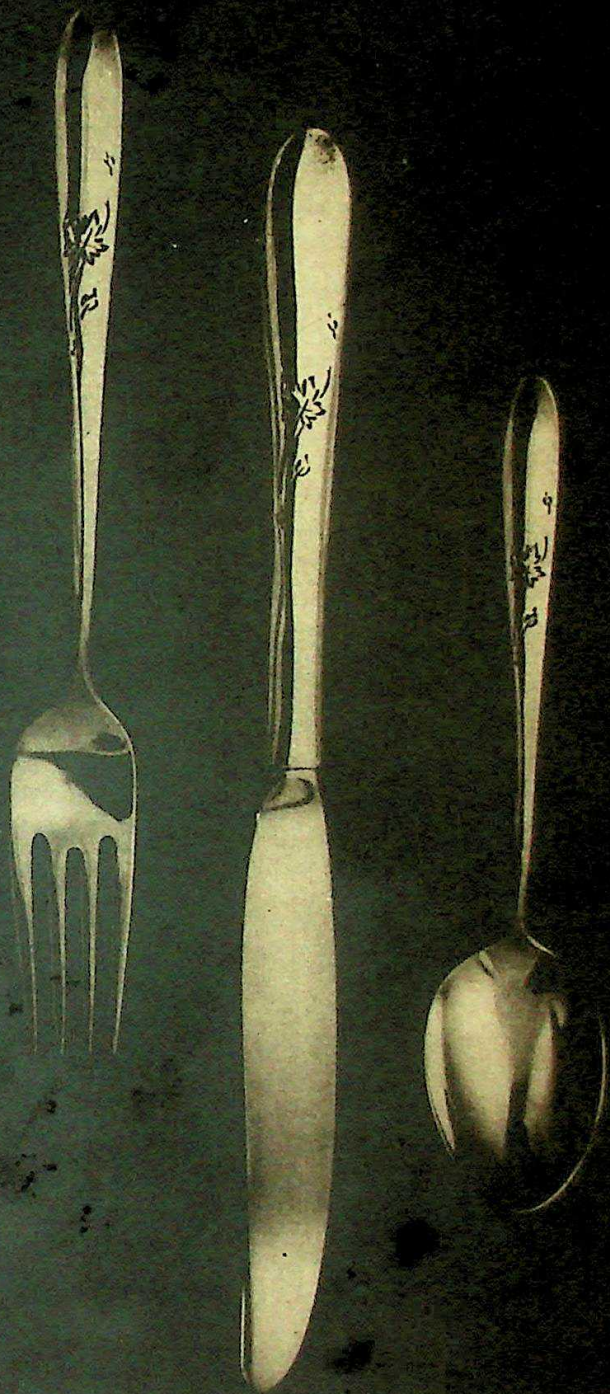
*including Federal tax

P.



Somerset

New sterling silver gleaming on a holiday table—can any gift offer truer or more timeless beauty? Wallace's Melanie, traditionally lovely...\$38.75* for the six-piece place setting



6 piece place setting \$36.75 F.T.I. • Sterling is for NOW and for YOU.

p. 12

Nov., 1959

MADemoiselle

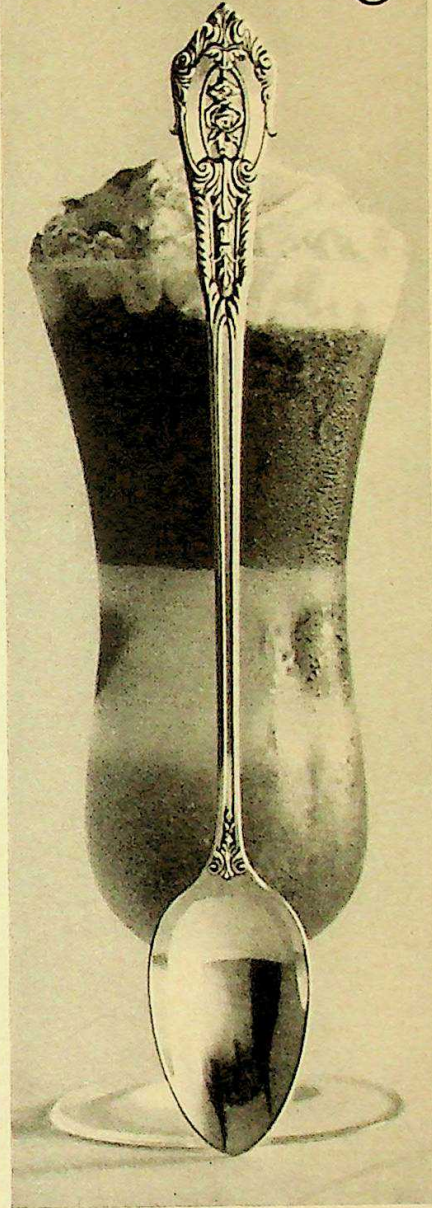
The fairest sterling in the land

Autumn Leaves by Reed & Barton

X D - 54 / 12

For nearest store, and booklet on this and 15 other great Reed & Barton solid silver patterns, write Reed & Barton silversmiths, Dept. M119, Taunton, Mass.

enchanting!



that's the word for the lace-like charm of Rose Point, a delicate pattern in Wallace Sterling. Shown: parfait (iced beverage) spoon, \$7.50. Six-piece setting in heavy sterling, \$37.50 Fed. Tax incl.

**WALLACE
SILVERSMITHS**

... at Wallingford, Conn. since 1835



Mademoiselle

XD-54/12

Sept., 1959

D7-642

P. 177

April 1959

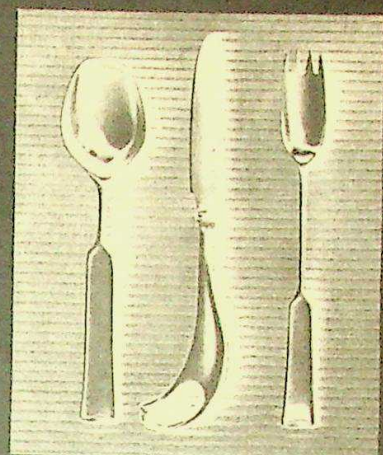
Deutsche Goldschmiede
Zeitung~~D 54/12X~~RETURN TO
DESIGN DIV.

Foto: H. J. Döbelin

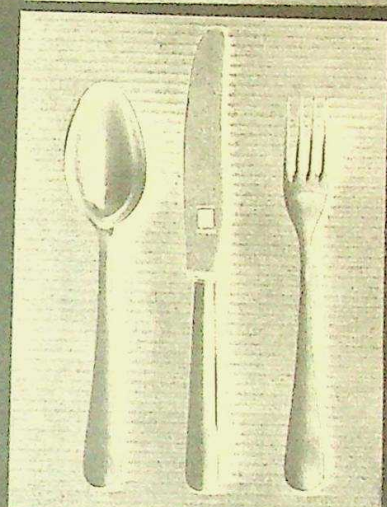
Linke Abbildung: Das neue Besteckmodell 60000 erfreut durch seine straffe Form. In seiner Ausgewogenheit gewährleistet es gute Eigenschaften im Gebrauch.
Abbildung rechts: Toilettegarnitur, die trotz strenger Form gracios erscheint. Die Ebenholzgriffe stehen in reizvollem Kontrast zur Silberfläche und liegen angenehm in der Hand. Entwurf von Besteck und Toilettegarnitur: Clem. Heikropf.
Hersteller: Firma Wilhelm Binder GmbH, Schwäbisch Gmünd.

Eleganter silberner Früchte-
korb (oder Gebäckschale),
schöne silberne Weinkanne
und Weinbecher mit feinem
Filigranrand am Fuß.
Hersteller: Gebrüder Deyhle,
Schwäbisch Gmünd.

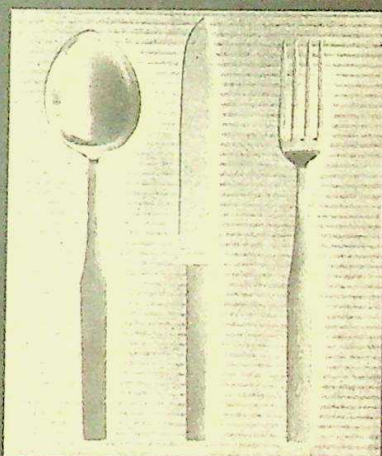


Bemühungen um neue Besteckformen

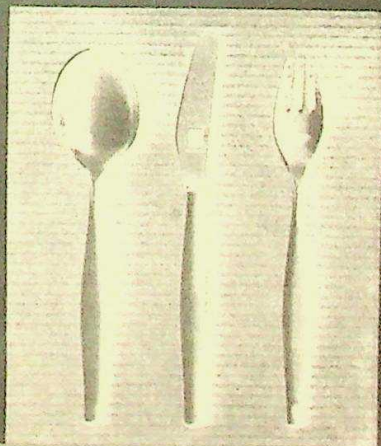
1



2



3



4

Auf der einen Seite steht der Wunsch nach der „Neuheit“ und hinter ihm der nach erweitertem Umsatz – auf der anderen Seite schwächt das immer größer werdende Lager die Lust daran erheblich ab. Tatsächlich bringt nicht Würfeln sondern planvolles Suchen den einzig gangbaren Weg. Als Beispiel dafür, wie wenige Modelle aus der Vielfalt des Angebotes einer Firma von sich reden machen, sei die kleine Rückschau auf 4 Bruckmann-Modelle gegeben, die, zusammen mit Spitzenmodellen anderer Firmen, maßgebend und anregend für die gesamte Besteckbranche waren. Vorbildlich erscheint uns auch die gewissenhafte Entwicklungsarbeit an einem neuen „dekorierten“ Modell und von allgemeinem Interesse.

Um die Jahrhundertwende hatte sich die Besteckform in verschiedenen Stilnachbildungen restlos festgefahren. Ein neues Modell – das bedeutete, einen neuen Stil aufzugreifen oder zu den hundert bestehenden Schnörkeln einen weiteren erfinden.

Henry van de Velde formte zu dieser Zeit ein Besteck, das die Formentwicklung wieder in Fluß brachte. Er versuchte eine bessere Zweckform zu finden. Gabeln wie Spieße und Messer wie Schwerter waren nicht mehr passend.

Riemerschmid folgte 1901 mit einem Modell für Bruckmann, das schon alle die Merkmale aufwies, die heute an ein gutes, funktionstüchtiges Besteck gestellt werden (Abb. 1). Die Laffe seines Löffels war flach auslaufend und die Gabel hatte bereits zur Aufnahme geringer Mengen Flüssigkeit kurze Zinken und ein gewölbtes Schiff.

1915 bringt Bruckmann das Modell „München“ – das schlichteste und beste serienmäßig hergestellte Gebrauchsbesteck, das es seinerzeit gab (Abb. 2).

1931 überraschte die Firma mit einem Beispiel edelster Silberschmiedekunst, mit dem berühmt gewordenen „Lettre“-Besteck (Abb. 3). Viele profanere Modelle haben es zum Vorbild.

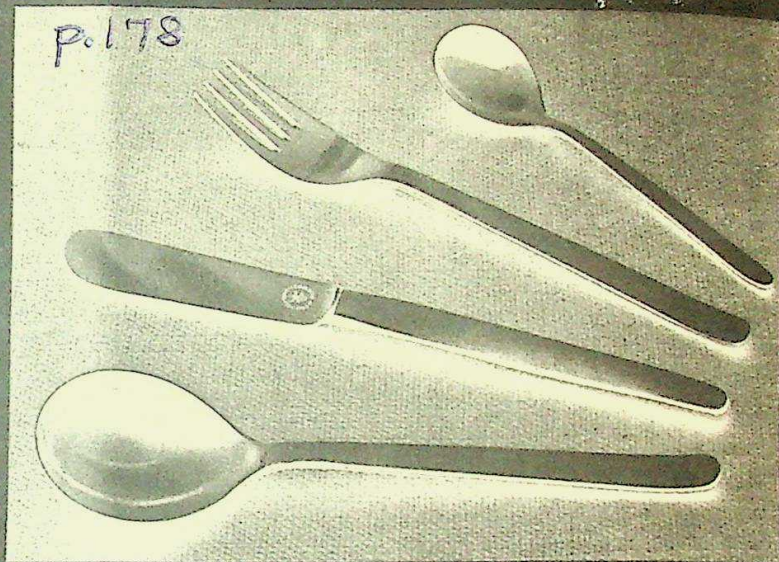
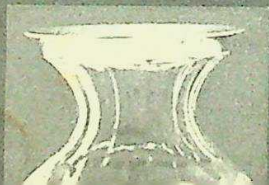
1957 berichteten wir über das Besteck „Party“, einem Entwurf von Karl Dittert (Abb. 4). Es vereint beste Funktionsform mit seltener Eleganz und wurde in den zwei Jahren seines Bestehens zu einem großen Verkaufserfolg und zum Vorbild für ähnliche Formentwicklungen.

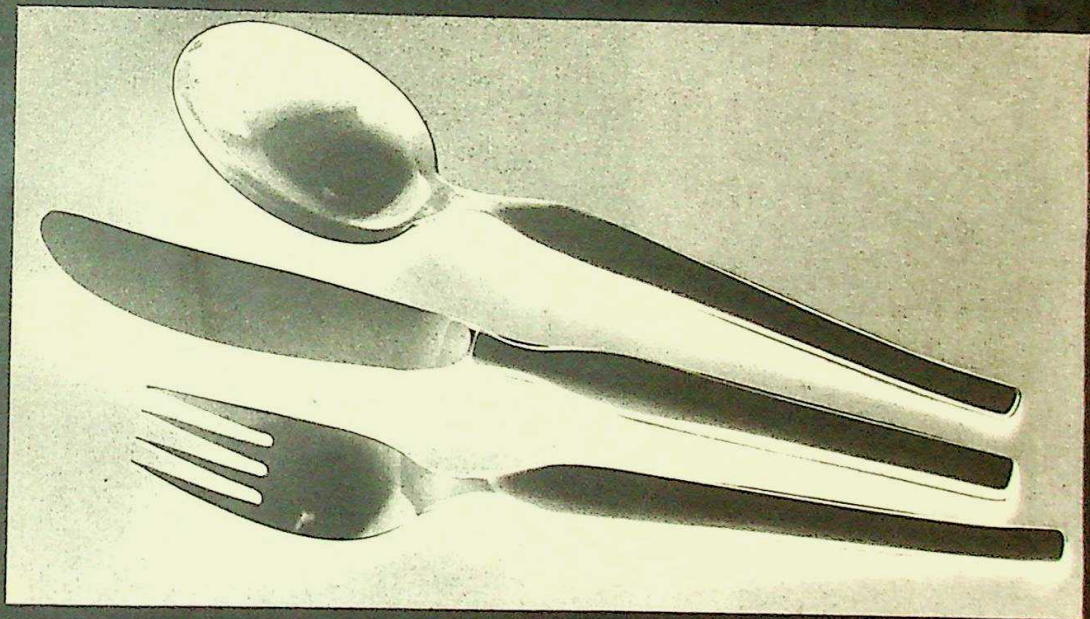
Das neue Modell „Princess“ ist für die Käufer bestimmt, die beim Silberbesteck, im Gegensatz zum Stahl, eine reicher modellierte Form suchen. Der Umsatz in „dekorierten“ Bestecken ist so erheblich geblieben, daß eine große Besteckfabrik auf die Herstellung solcher Modelle nicht verzichten kann. „Princess“ ist kein weiteres ornamentiertes Besteck zu den vielen bestehenden; es besitzt alle Vorteile einer zweckdienlichen Form und sein „Dekor“ ist so in die Ge-

April, 1959
p. 180

XD 54/12

*Das nebenstehende Besteck wird in echt
Silber und Alpaka versilbert ausgeführt.
Hersteller: C. Hugo Pott, Solingen.
Das Besteckmodell, das bereits auf der
X. Triennale prämiert wurde, war auch auf
der Weltausstellung in Brüssel ausgestellt.*





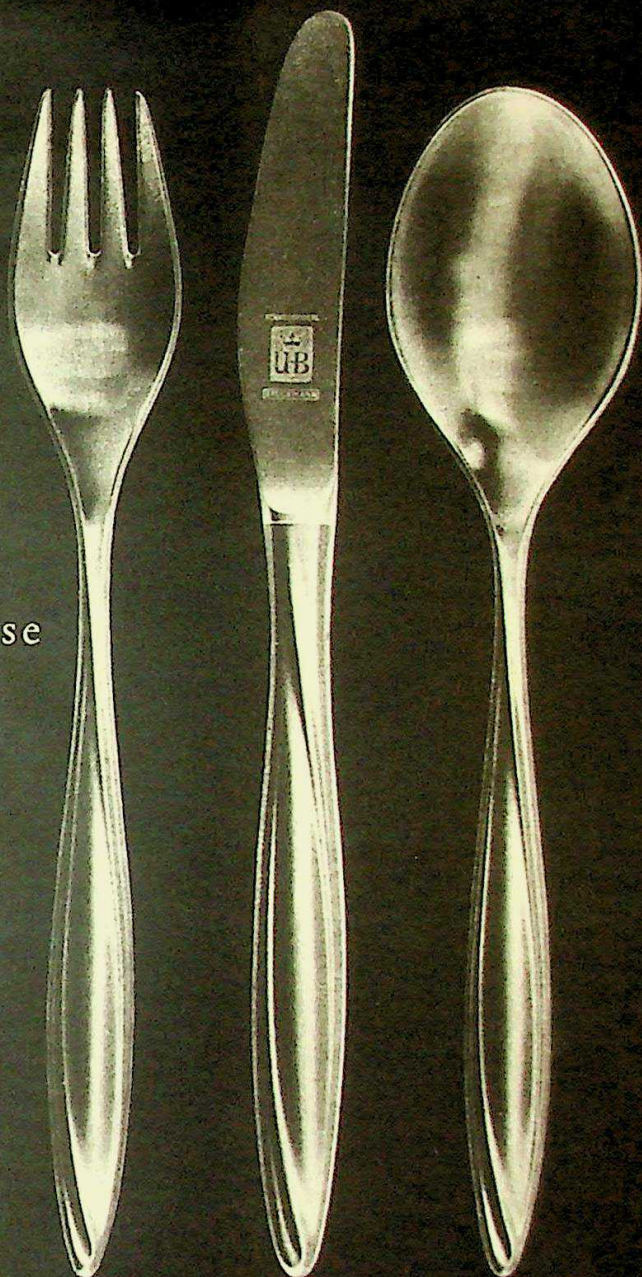
*D54

BRUCKMANN

Princess

April, 1959

anmutig
elegant
aus gutem Hause



Echt Silber * 908 versilbert



5 tlg. Tafelbesteck sofort, alle anderen Teile
ab Herbst lieferbar

P. BRUCKMANN & SÖHNE HEILBRONN
HANNOVER MESSEHAUS 18 STAND 5-A-1

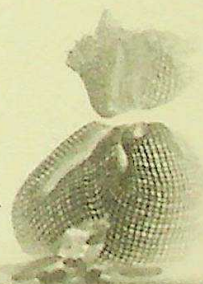
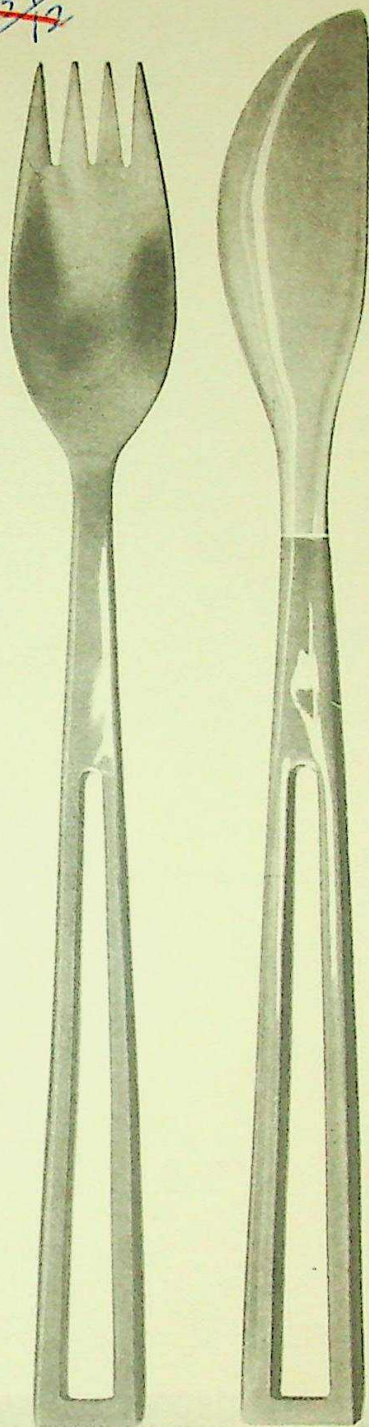
D7/FLATWARE BOX

~~XD~~ ⁵⁴/₁₂

Gifts Art Buyer

Feb 1959

PAGE 25



Sterling by

Celsa

Here is the answer for the bride who wants all, but all of her new home to be contemporary and up to date . . . without forsaking her lifelong sterling dream . . . without trading down from sterling to trade up in design. Here is the modern answer to all her traditional sterling hopes

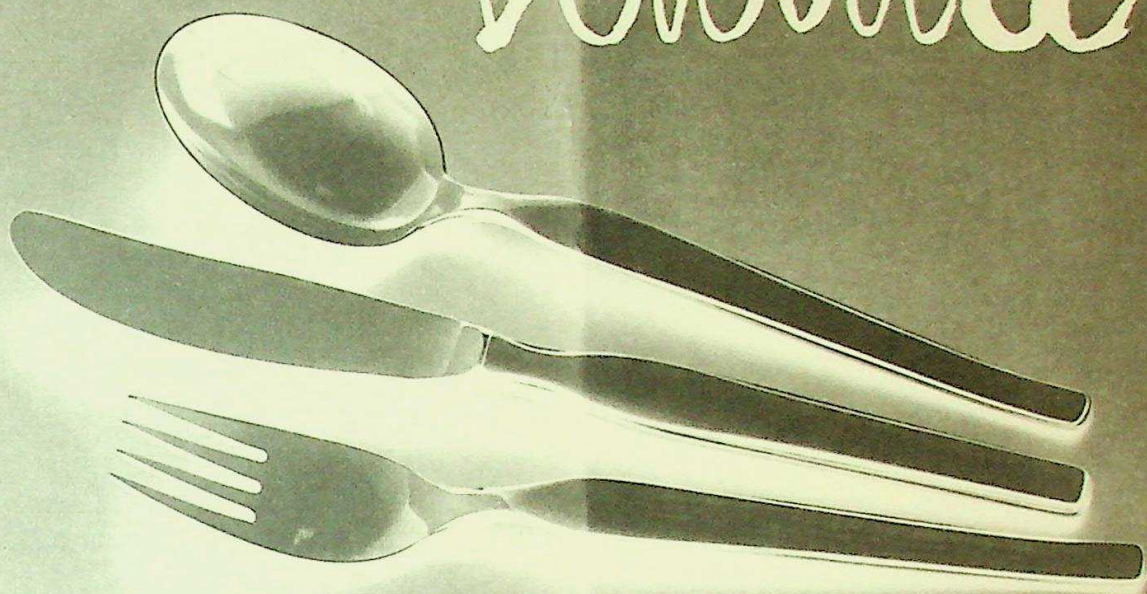
. . . in one word: "Celsa"! Celsa fulfills every promise in quality craftsmanship but stands alone with that all important plus . . . vision. Celsa is the sterling of today for the bride of today . . . and tomorrow. Celsa Corporation of America 1 East 57th Street, New York 22, N. Y.

Gift and Art Buyer - Feb 1959 - pg 25

X ref.

54/12

Bettina



DAS MANNEQUIN UNTER DEN BESTECKEN

»BETTINA« NR. 106, 90 GR. PLATURVERSILBERUNG - NR. 7900, ECHT SILBER

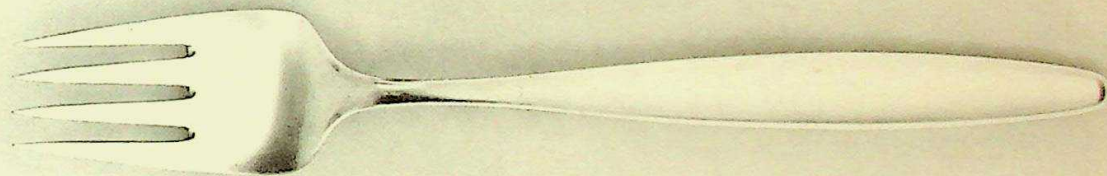
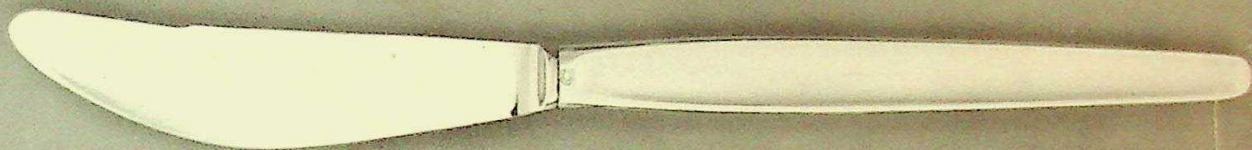
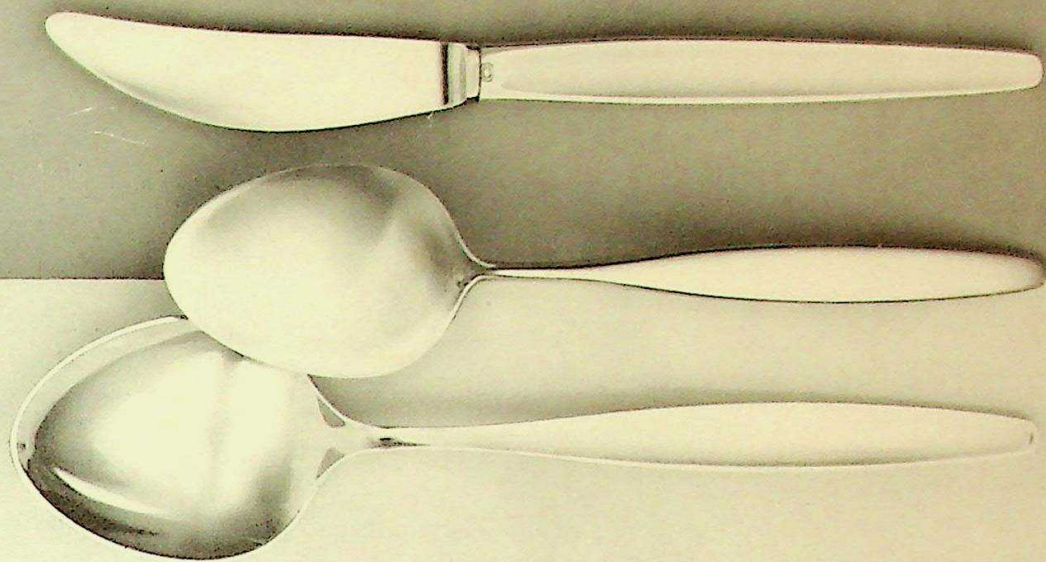


Wir stellen unser neuestes BSF-Modell vor:
»Bettina«, das Mannequin unter den Bestecken.
Kenner meinen, daß diese aparte Schönheit eines Tages
zum Star-Mannequin avanciert.
Wir jedenfalls wollen ihr beide Daumen halten.
Also dann Laufsteg frei für »Bettina«!

BSF

BREMER SILBERWARENFABRIK AG

Deutsche Gold-Schmiede Zeitung #2: Feb. 1959



CYPRESS

Rec'd. June, 1958

D 7/FLATWARE BOX
GROUP 290



GEORG JENSEN INC.

Fifth Avenue at 53rd Street, New York 22

Cypress . . .

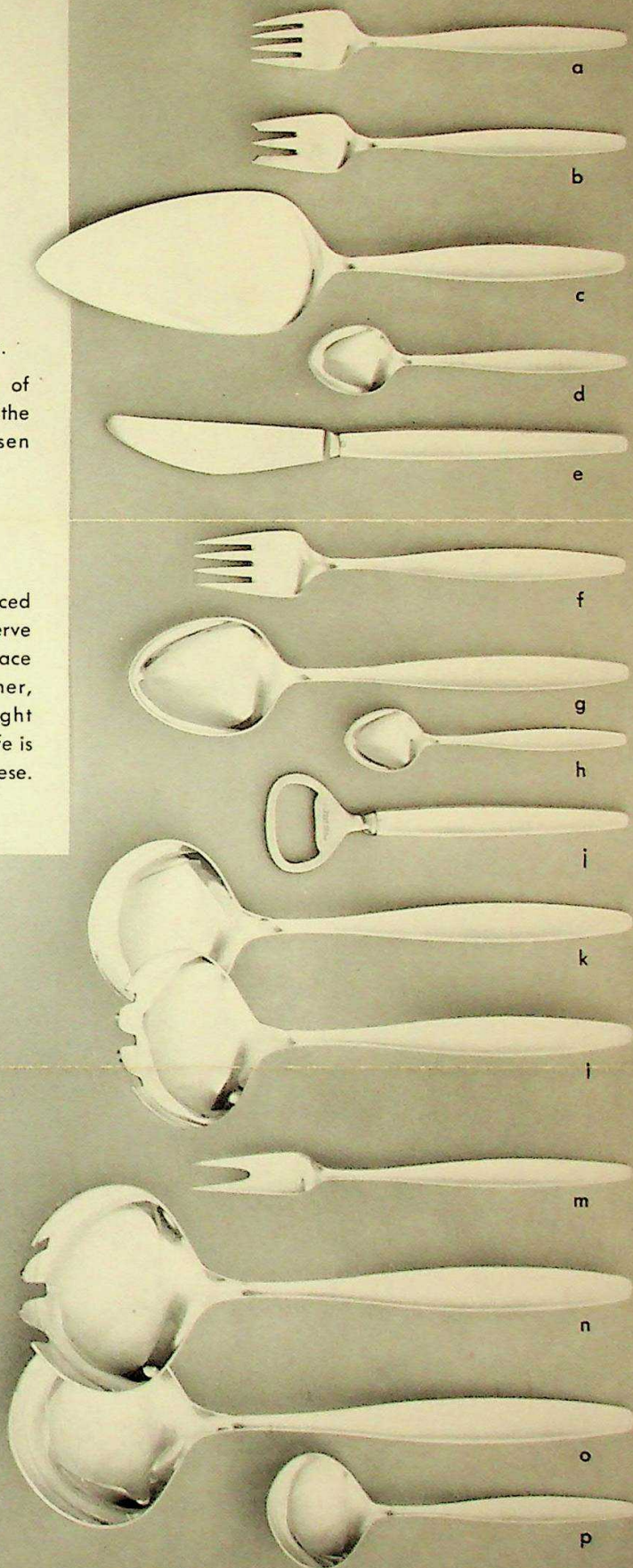
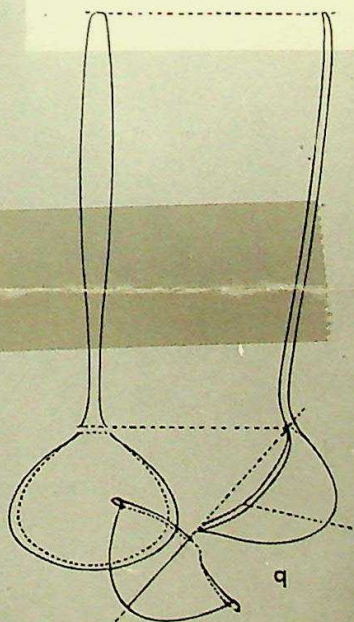
a new trend in Jensen Silver.

Contemporary in its feeling of lightness . . . combined with the solid elegance of all Jensen Silver.

Classic in its simplicity . . . a compliment to any setting.

Designed for function . . .

Each piece is perfectly balanced to fit the hand and scaled to serve several purposes . . . the place setting is suitable for dinner, luncheon or even a midnight snack . . . the same butter knife is equally useful for fruit or cheese.



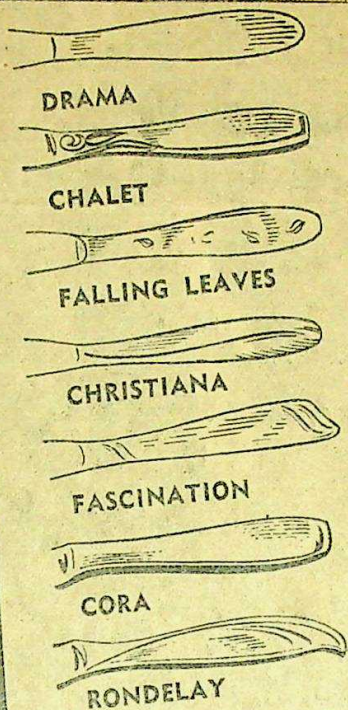
XD
54/12

throughout the United States
but sometime ago in RCH

Mac Mannes

Evening Star - April 16, 1958 p.B-6

STAINLESS STEEL SAVINGS!



29—"CORA" by Sola of Holland.
Satin finish, 4-pc. place
setting. Reg. \$5.70 --- **\$3.98**

4—"CHALET." A 50-pc. service
for 8. A distinctive
design. Reg. \$39.98 --- **\$16.88**

3—"FASCINATION" by National.
52-pc. service for 8 in an un-
usual pattern. Reg. **\$19.88**
\$39.98

12—"DRAMA" by National. 70
pc. service for 8. Reg. **\$37.88**
\$69.98

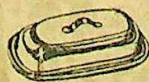
15—"FALLING LEAVES" by Wal-
lace. A 24-pc. service **\$9.98**
for 6. Special

12—"RONDELAY." 50-pc. serv-
ice for 8. Never needs polishing.
Reg. **\$9.89**
\$19.98

14 "CHRISTIANA" by Interna-
tional. An unusual pattern con-
sisting of 22 pieces. **\$17.88**
Reg. \$42

CLEARANCE
ASSORTED CHESTS
\$1.99 to \$5.98

Stainless Steel BUTTER DISH

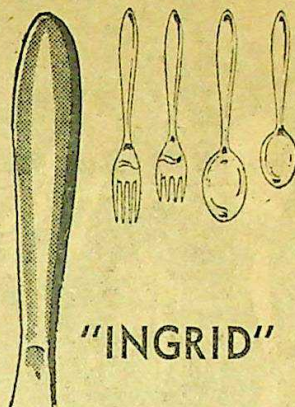


Save \$2.00 on this
classically simple,
beautifully styled
butter dish with
glass insert.

\$1.98
Reg. \$4.00

Special! Stainless Steel ICED TEA SPOONS

SIX **\$1.19**
FOR

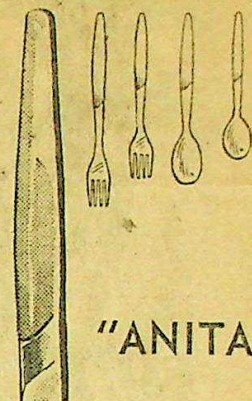


"INGRID"

BY GUSTAV OF SWEDEN

Your choice of 5-piece place
settings in satin finish "Ani-
ta" or lovely "Ingrid."

Reg. \$5.25



"ANITA"

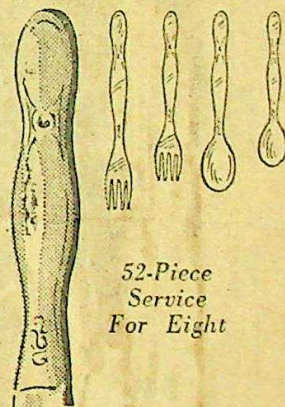
\$3.98
5-Pc.
Pl. Setting

"POISE" By Wallace

A modern classic in tableware.
52 Pieces: 8 dinner knives, 8
dinner forks, 8 salad forks, 8
soup spoons, 16 teaspoons, 2
serving spoons, sugar shell and
butter knife.

Reg. \$64.95

\$39.88



52-Piece
Service
For Eight

"LINE" By Fraser

16-piece service for four
in this exquisite German
import.

Reg. \$19.95

\$15.95
16 pcs.



"LAUREL" By Fraser

Another famous German
pattern in a 16-piece
service for four.

Reg. \$22.50

\$17.95
16 pcs.

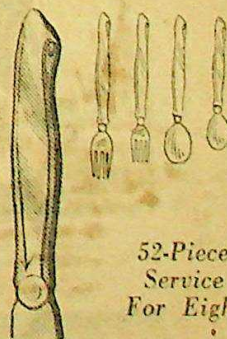


"Karlstad" By Hull

52-piece service for eight in the "Dan-
ish" motif. 8 dinner knives, 8 dinner
forks, 8 soup spoons, 8 salad forks,
16 teaspoons, 2 serving spoons, berry
spoon and cold-meat fork.

Reg. \$32.50

\$19.98



52-Piece
Service
For Eight

Feb, 1958

D95-36R

92



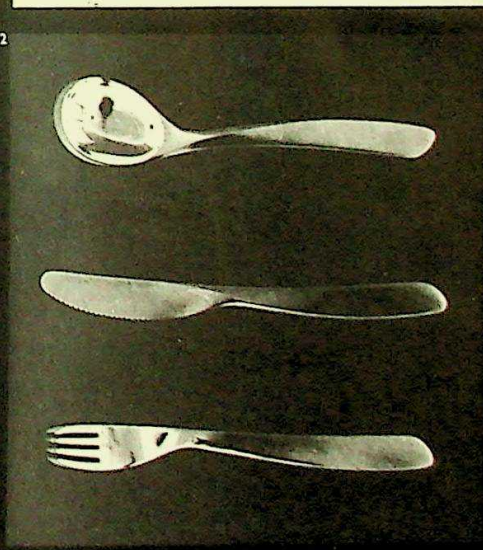
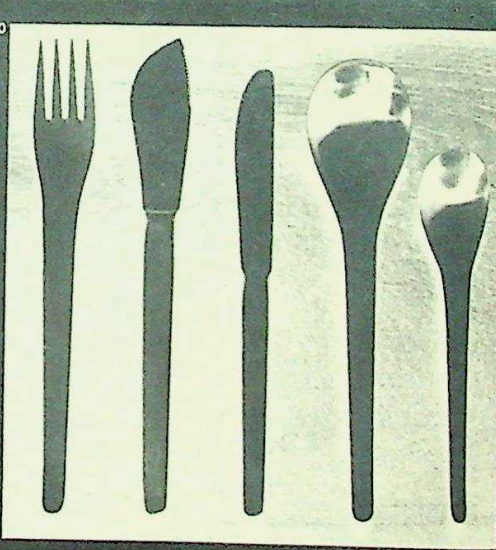
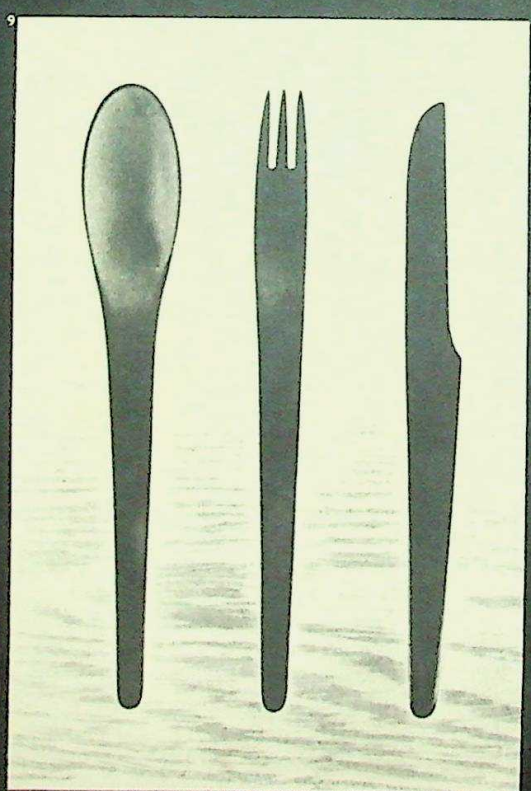
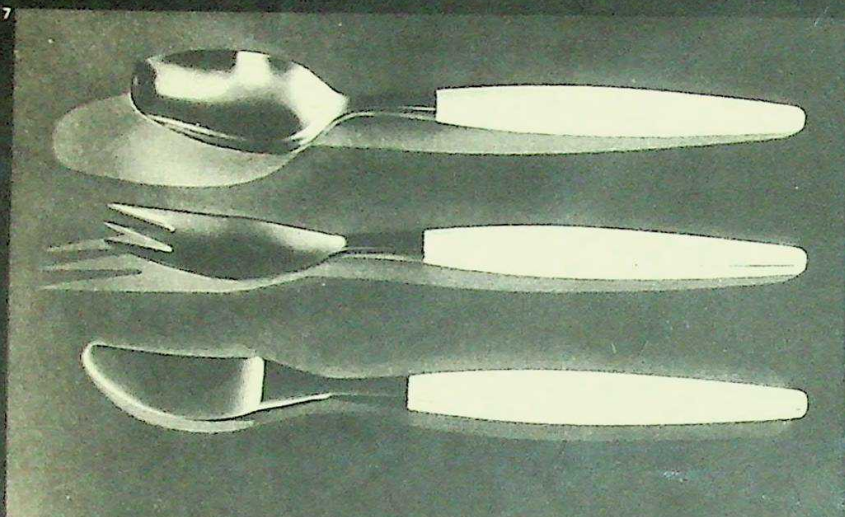
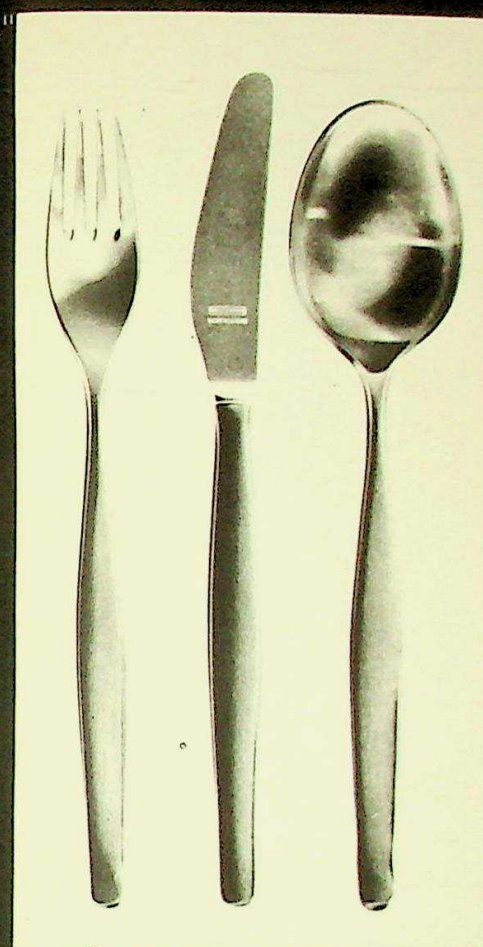
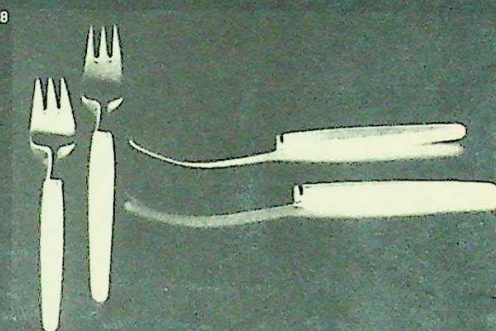
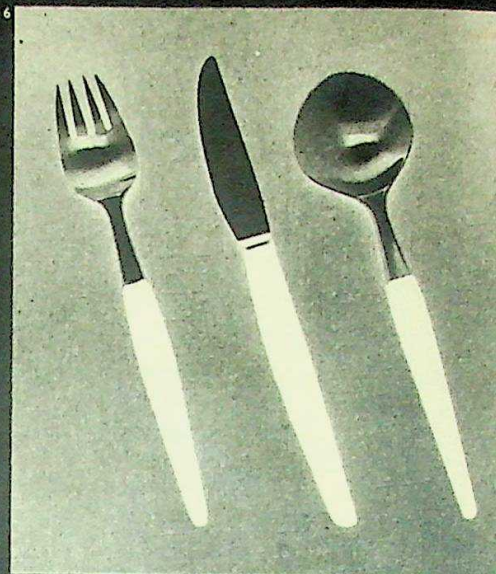
overseas
review

Cutlery and flatware

6 Sweden 'Romb' stainless steel flatware with black nylon handles. DESIGNER Ainar Axelsson. MAKER Guldsmidsaktiebolaget i Stockholm GAB.

7 Sweden 'Focus' flatware in stainless steel with black nylon handles. DESIGNER Folke Arström. MAKER A. B. Gense. This design is a particularly elegant example of a new trend for black handled flatware that can be seen in the other two Scandinavian examples shown here, as well as in the English design by John Sanderson & Son Ltd, for which there has been a considerable demand (DESIGN January 1957 page 14).

8 Denmark Flatware in stainless steel with black handles. DESIGNER Tias Eckhoff. MAKER Andersen & Burchardt A/S. ENGLISH IMPORTER Georg Jensen, 15 New Bond Street, W1. £3 11s for six-piece place settings.



9 Denmark Flatware in stainless steel. DESIGNER Arne Jacobsen. MAKER A. Michelsen.

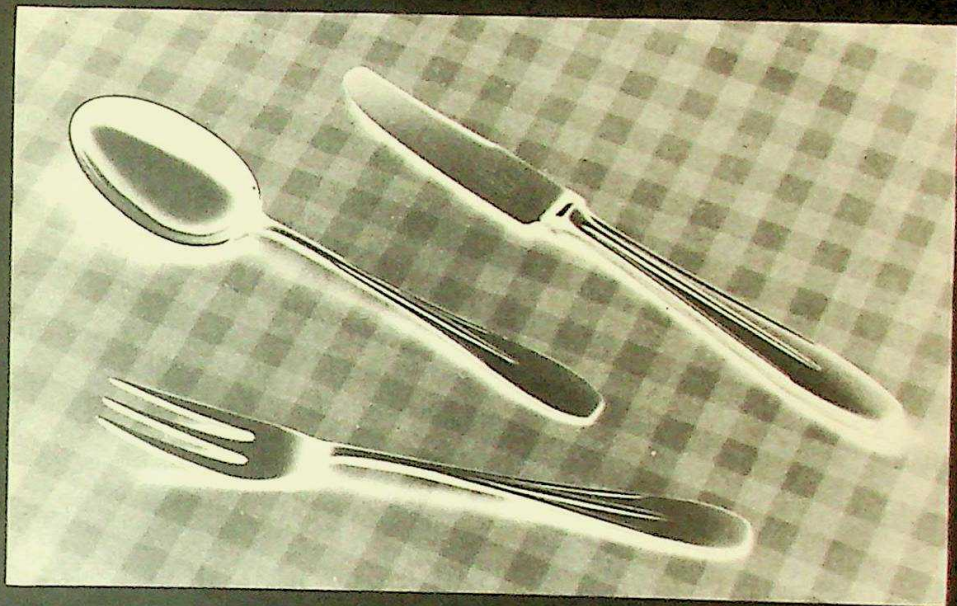
10 Germany Flatware in stainless steel. DESIGNER Carl Pott. MAKER C. Hugo Pott. The simple flat shapes in these two designs suggest a new trend which has grown from the continual search for new forms that is being carried out by Continental firms.

11 Germany 'Party' flatware available in silver or silver plate. DESIGNER Karl Dittert. MAKER P. Bruckmann and Söhne.

12 Italy Stainless steel flatware. DESIGNER Silvio Rota. MAKER Co-Ri-Co-Ma.

Selected and displayed by the Council of Industrial Design

A new creation in STAINLESS STEEL TABLEWARE in highly polished or Satin finish



COOPER BROS & SONS LTD Sole Manufacturers

44 Arundel Street, Sheffield, England

Design

Jan. 1958 22/17
p. 74

Design

p. 79

Jan., 1958



By appointment to H.M. The Queen
Goldsmiths, Silversmiths and Bronze Manufacturers

ELKINGTON *Plate*

For over a century, Elkington Plate and Cutlery has set the style in table appointments in many of the leading international hotels. Designed and manufactured to the traditionally high Elkington standards of quality and craftsmanship, its dignified styling and unmistakable quality appeal to the most discriminating hoteliers and their guests. It is available in a wide range of traditional and contemporary patterns to harmonise with any setting.

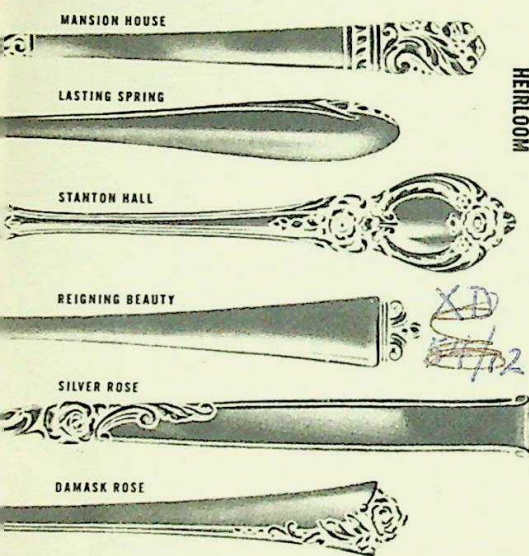
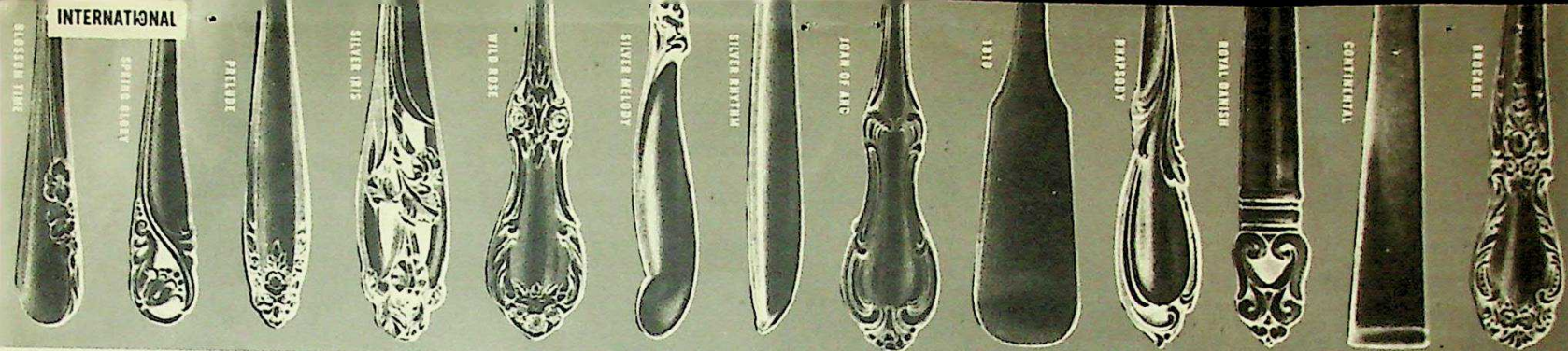
THE FIRST NAME IN SILVER-PLATE

ELKINGTON & CO. LTD.
GOLD, SILVER & PLATE
MANUFACTURERS
LONDON & SHEFFIELD

THE 'BOSTON' PATTERN in STAINLESS STEEL

A modern design of simple elegance fashioned in satin finish Stainless Steel, the 'Boston' is proving an immediate success in hotels and restaurants everywhere.

The 'Winchester' pattern



STERLING SILVER

	INTERNATIONAL			REED & BARTON				HEIRLOOM	
	Rhapsody Silver Melody	Continental	Royal Danish	Burgundy	Classic Rose	Francis First	Silver Sculpture	Damask Rose Lasting Spring Reigning Beauty	Silver Rose
Place Setting Pieces									
Teaspoon	5.00	5.75	5.75	5.25	4.50	5.50	4.50	4.25	4.25
Place Fork (Luncheon)	8.00	8.75	8.75	8.50	7.25	8.75	7.50	7.25	6.50
Place Knife H.H. (Luncheon)	7.00	7.25	7.00	7.50	7.00	7.50	7.00	6.50	5.75
Salad Fork (Individual)	6.75	7.50	7.50	6.75	6.25	6.75	6.50	6.00	6.00
4 pc. Place Setting Luncheon	26.75	29.25	29.25	28.00	25.00	28.50	25.50	24.00	22.50
Butter Spreader F.H.				4.25	4.00	4.50			4.50
Cream Soup Spoon		7.50	7.50	6.50		6.75			5.50
Place Spoon*	6.50			6.50	6.00	6.75	6.00	5.75	
6 pc. Place Setting Luncheon	38.75	42.50	42.50	38.75	35.00	39.75	36.75	34.75	32.50
Dinner Fork		11.00	11.00	11.00		11.25			8.00
Dinner Knife H.H.		9.00	9.00	8.50		8.75			6.75
6 pc. Place Setting Dinner		46.50	46.50	42.25		40.50			35.00
Butter Spreader H.H.	5.50	5.75	5.75	5.50	5.25	5.75	5.25	5.00	4.50
Coffee Spoon	3.50	4.00	4.00	3.50	3.25	3.75	3.25	2.50	2.50
Dessert or Cereal Spoon		7.50	7.50	8.25		8.50			5.50
Iced Beverage Spoon	6.50	7.50	7.50	6.50	6.00	6.75	6.00	5.75	5.50
Cocktail Oyster Fork	4.75	5.50	5.50	4.50	4.25	5.25	4.25	4.00	3.75
Bon Bon or Nut Spoon		8.50	8.50	6.75	5.00	7.50	5.00	5.00	5.00
Butter Knife H.H.	8.75	9.75	9.75	7.25	7.50	8.00	7.50	6.50	6.50
Cake Breaker			9.50	11.50	11.00	11.75	11.00	10.00	10.00
Cold Meat Fork	17.50	19.50	19.50	14.75	14.75	15.00	15.00	11.00	10.00
Gravy Ladle	14.75	16.50	16.50	14.50	13.75	15.00	13.75	11.00	10.00
Olive or Pickle Fork	5.75	6.75	6.75	5.50	5.25	5.50	5.25	4.75	4.25
Sugar Spoon	8.00	9.00	9.00	8.25	7.00	8.50	7.00	5.50	5.50
Table Serving Spoon	13.50	14.00	14.00	14.50	12.50	14.75	12.50	11.00	10.00

*Place Spoon for Soup, Cereal or Dessert

PRICES INCLUDE FEDERAL EXCISE TAX

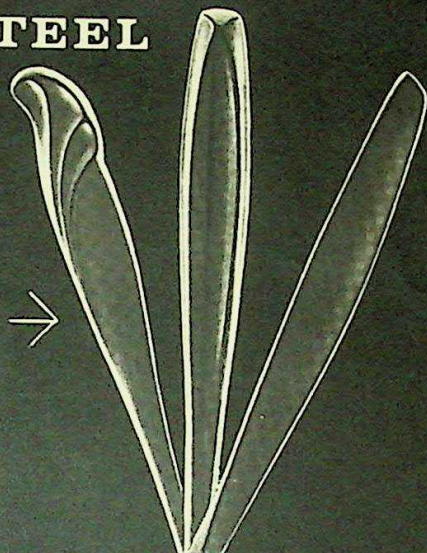


STAINLESS STEEL

INTERNATIONAL STAINLESS CORAL REEF - DAWN - SCOPE

Pieces crafted in heavy weight stainless, are scientifically graded for strength and balance. Sparkling finish stays bright without polishing in hardest normal use. Hollow handle knives with mirror finish forged blades serrated for permanent sharpness.

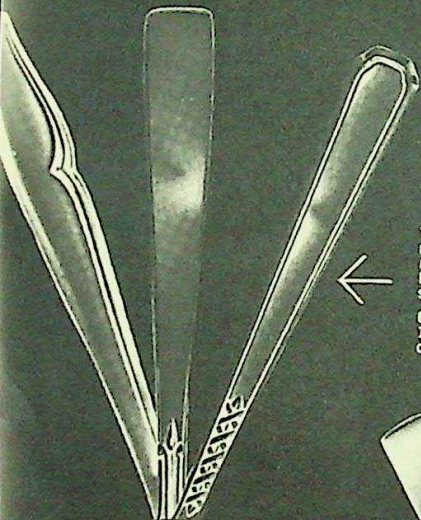
6 piece Place Setting. Includes: 1 soup spoon, 2 teaspoons, 1 dinner fork, 1 salad fork, 1 dinner knife. All patterns.list \$8.95



ONEIDACRAFT STAINLESS PROFILE - ACCENT - FLIGHT

This tableware is graded, extra heavy weight metal with a special deluxe finish. The finish never needs renewing or polishing. The hollow handle knives have genuine forged blades with serrated edge that stays sharp.

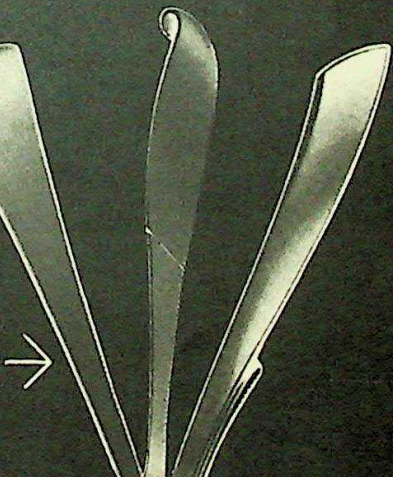
6 piece Place Setting. Includes: 2 teaspoons, 1 soup spoon, 1 dinner fork, 1 salad fork, 1 dinner knife. All patterns.list \$4.75



WALLACE CUSTOM STAINLESS SONNET - CIRCE - BALLET

Crafted in heavyweight, solid stainless by the same master designers of Wallace Sterling. All pieces are fully graded and balanced. Lustrous satin finish will not tarnish, rust or stain.

6 piece Place Setting. Consists of: 2 teaspoons, 1 soup spoon, 1 dinner fork, 1 dinner knife (serrated), 1 salad fork.list \$9.95



SILVER PLATE

1847 ROGERS SPRING TIME, FLAIR, HERITAGE, DAFFODIL, REMEMBRANCE

52 piece Service for 8. Includes: 8 knives, forks, soup spoons, salad forks, 16 tea spoons, 1 table-spoon, 1 pierced tablespoon, 1 butter knife and sugar spoon, in handsome storage chest.list \$99.75

76 piece Service for 12. Set comes in beautiful chest, includes: 12 knives, forks, soup spoons, salad forks, 24 teaspoons, 1 tablespoon, 1 pierced tablespoon, 1 butter knife and sugar spoon.list \$144.00

1881 ROGERS LILAC TIME, ENCHANTMENT, PROPOSAL

52 piece Service for 8. Includes: 8 soup spoons, knives, forks, salad forks, 16 teaspoons, 1 table-spoon, 1 pierced serving spoon, 1 butter knife and sugar spoon, in deluxe drawer chest. All patterns.list \$69.75

76 piece Service for 12. Set comes in anti-tarnish deluxe drawer chest, includes: 12 soup spoons, knives, forks, salad forks, 24 teaspoons, 1 tablespoon, 1 pierced serving spoon, 1 butter knife and sugar spoon. All patterns.list \$99.75

COMMUNITY BALLAD TWILIGHT, MORNING STAR SOUTH SEAS, WHITE ORCHID, CORONATION

52 piece Service for 8. Includes: 8 knives, forks, soup spoons, salad forks, 16 teaspoons, 1 serving spoon, 1 pierced serving spoon, 1 butter knife and sugar spoon, in beautiful chest with removable trays. All patterns.list \$97.50

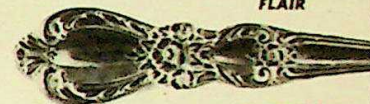
76 piece Service for 12. Complete with luxurious drawer chest with removable trays, includes: 12 knives, forks, soup spoons, salad forks, 24 teaspoons, 1 serving spoon, 1 pierced serving spoon, 1 butter knife and sugar spoon. All patterns.list \$141.50



SPRING TIME



FLAIR



HERITAGE



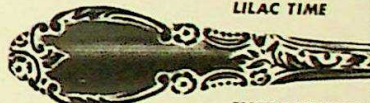
DAFFODIL



REMEMBRANCE



LILAC TIME



ENCHANTMENT



PROPOSAL



BALLAD



TWILIGHT



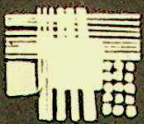
MORNING STAR



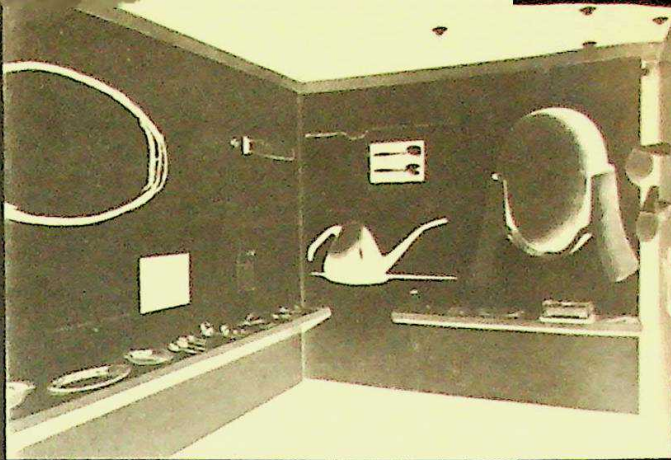
WHITE ORCHID



CORONATION



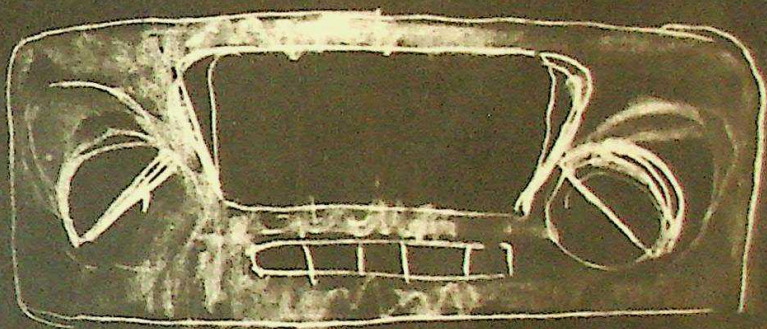
XD
22/3



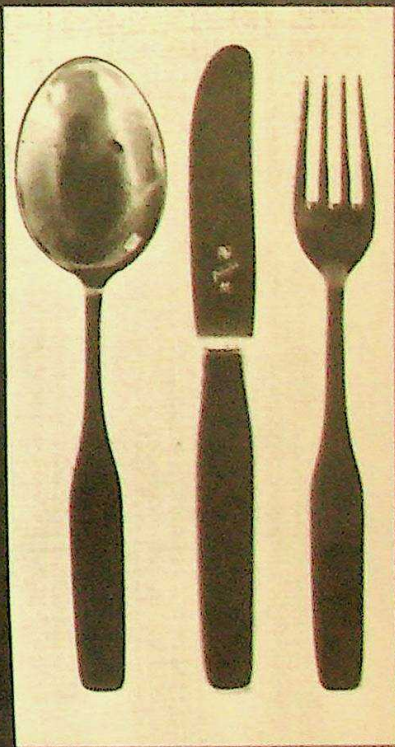
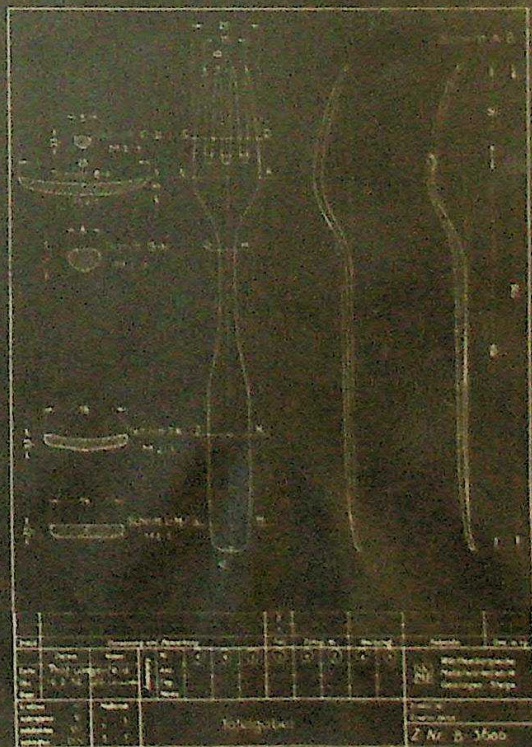
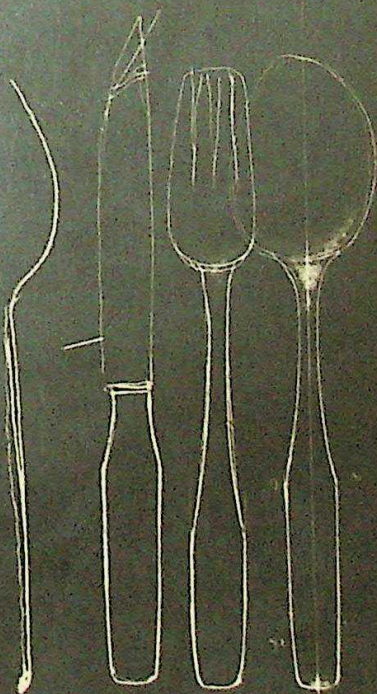
Wilhelm Wagenfeld

Caratterizzata da una grande sensibilità plastica e da una personalità di forme tanto più vigorosa in quanto si esprime in modi sempre misurati e coerenti, l'attività di Wilhelm Wagenfeld si esplica in Triennale attraverso l'esposizione di numerosi oggetti. Li ricordiamo in queste pagine, sottolineando quel radiogrammofono portatile cui abbiamo accostato uno schizzo particolarmente espressivo.

Stile Industria #14
Oct. '57



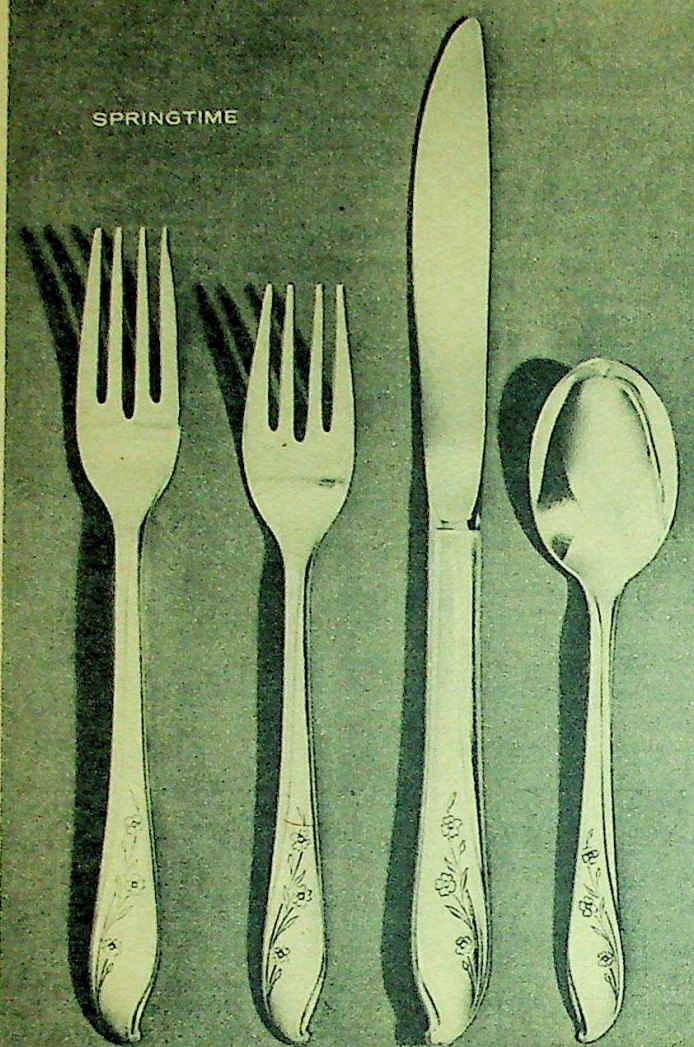
21/4
57



D. 180,470 (54/12.1) 6-18-57 Conroy et al

INTRODUCING A NEW WAY TO BUY 1847 ROGERS BROS.

SPRINGTIME



BASIC PLACE SETTING

Place Fork • Salad Fork • Place Knife • Teaspoon



PLUS BASIC SERVING PIECES

Tablespoon • Butter Knife • Sugar Spoon • Serving Fork • Round Server • Serving Spoon

New Basic Sets

the silver you need for today's living **AT NEW, LOW PRICES!**

Now . . . these new sets are planned to give you exactly the silver you need for your modern living . . . entertaining!

All the basic place setting pieces (without any expensive extras!)—all the serving pieces you will really need or use!

And of course you can use your "1847" every day! Regular use keeps its beauty bright—you almost never have to polish it!

See these New Basic Sets tomorrow in smart new gift packages at your favorite silver store—listed on the opposite page.

SET FOR 6 **\$48.50**

Open Stock Price \$63.50 You Save \$15.00
6 Basic Place Settings plus 2 Tablespoons • 1 Pierced Tablespoon • 1 Butter Knife • 1 Sugar Spoon

SET FOR 8 **\$66.00**

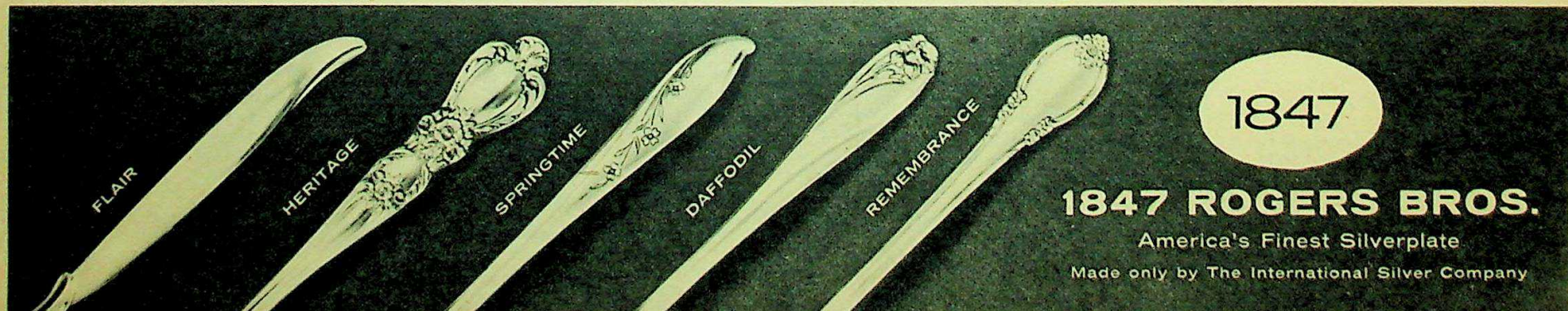
Open Stock Price \$86.00 You Save \$20.00
8 Basic Place Settings plus 1 Tablespoon
1 Pierced Tablespoon • 1 Sugar Spoon
1 Butter Knife • 1 Salad or Serving Spoon
1 Cold Meat or Serving Fork

SET FOR 12 **\$98.50**

Open Stock Price \$123.50 You Save \$25.00
12 Basic Place Settings plus 1 Tablespoon
1 Pierced Tablespoon • 1 Sugar Spoon • 1 Butter Knife • 1 Salad or Serving Spoon • 1 Cold Meat or Serving Fork • 1 Round Server

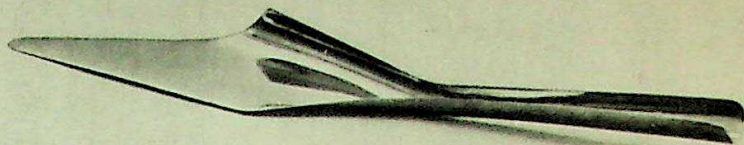
You may buy these sets with Salad Forks or Soup Spoons.

D-149, 254

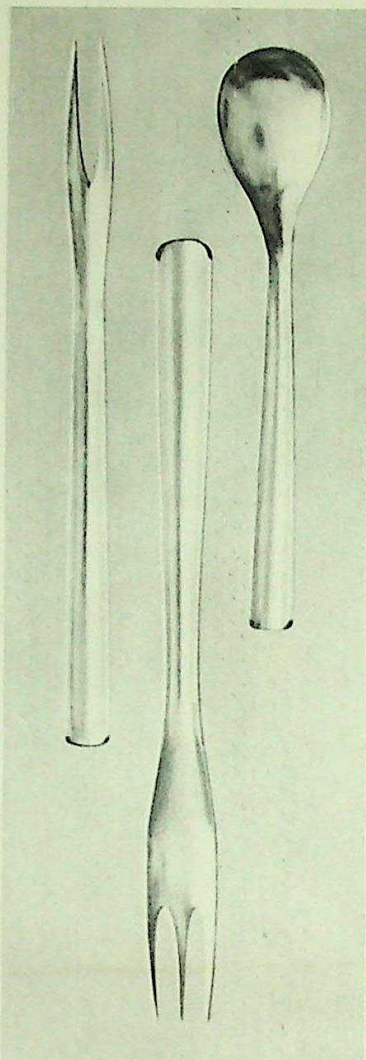


NEW BASIC SETS ARE AVAILABLE IN ALL FIVE PATTERNS IN FAMOUS 1847 ROGERS BROS. SILVERPLATE. BUDGET TERMS. NO FED. TAX.

alcuni pezzi in argento alla mostra
"Formes Idées d'Italie" a Parigi

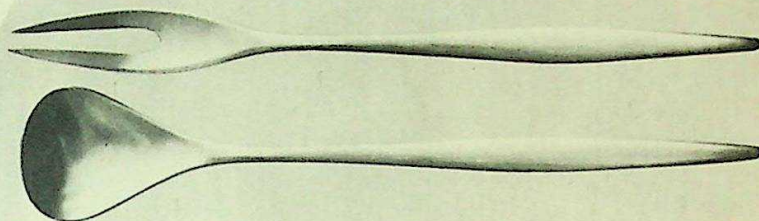


Sabattini

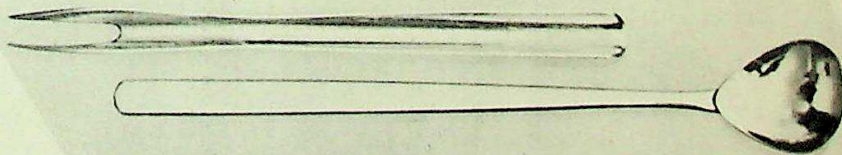


Sabattini

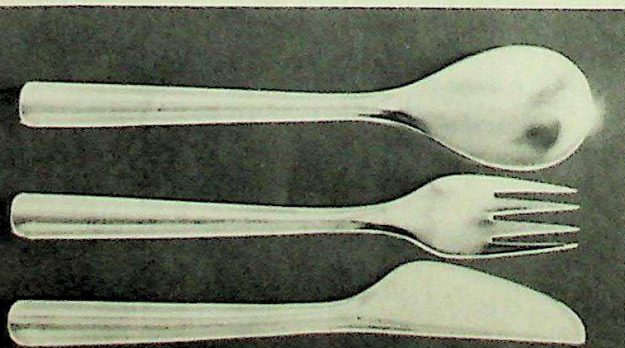
Sabattini



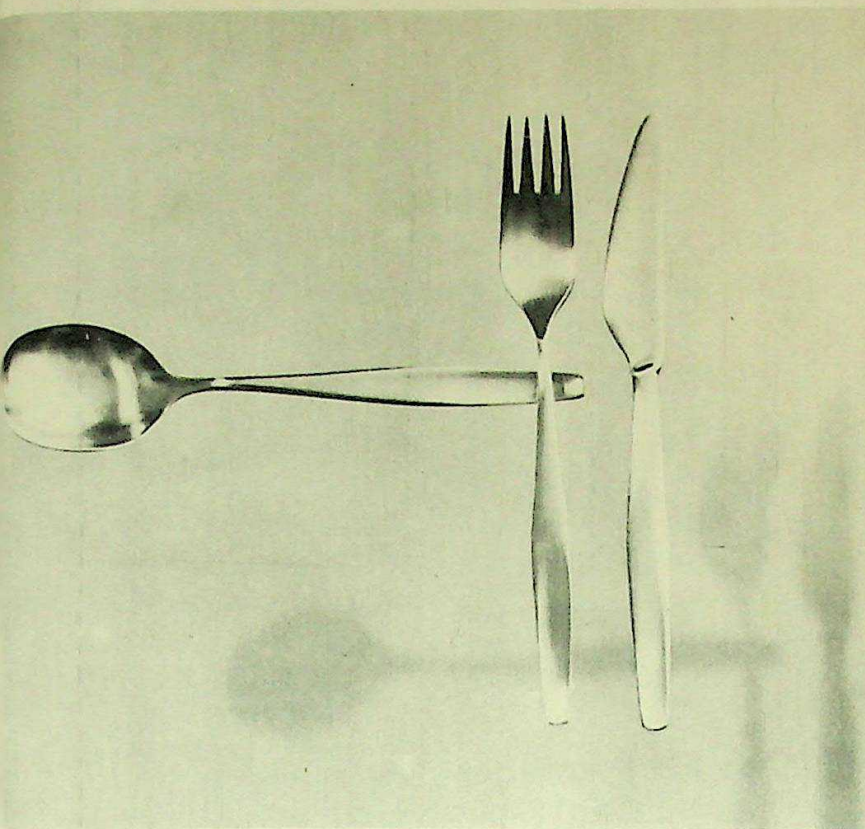
La mostra di Parigi ha costituito, accanto ad una nuova affermazione di Gambone, Melotti, De Poli, Rui e Fiume — che sono già stati tante volte presentati all'estero — una prima affermazione di Lino Sabattini attraverso i modelli da lui fatti per Christofle. E' nostro parere che oggi, in questo campo, la produzione di questo giovane artista sia di particolare rilievo per la purezza di linee e la qualità dell'esecuzione.



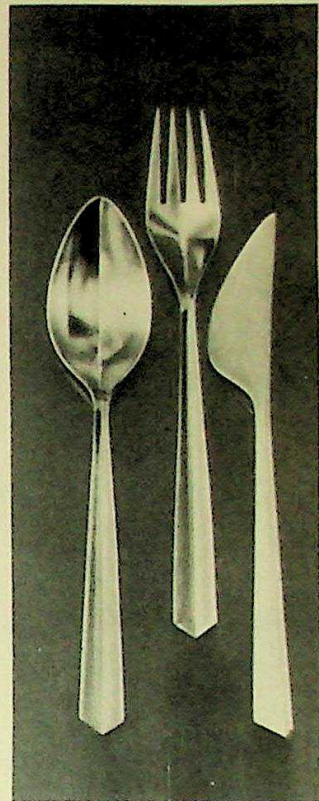
Sabattini



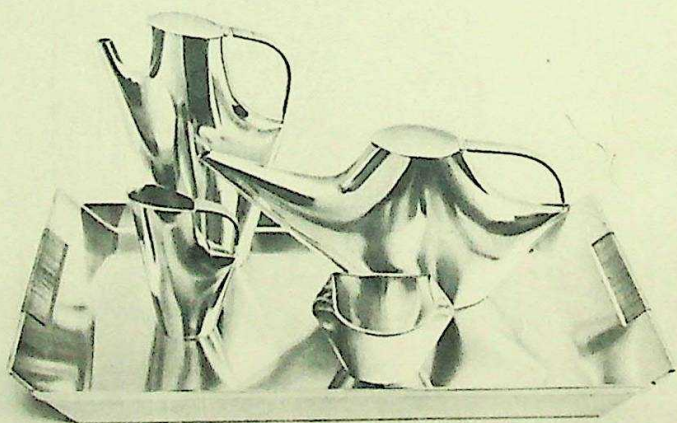
Domus April, 1957
XD 54/12 P. 28



Sabottini



Gio Ponti



Sabottini

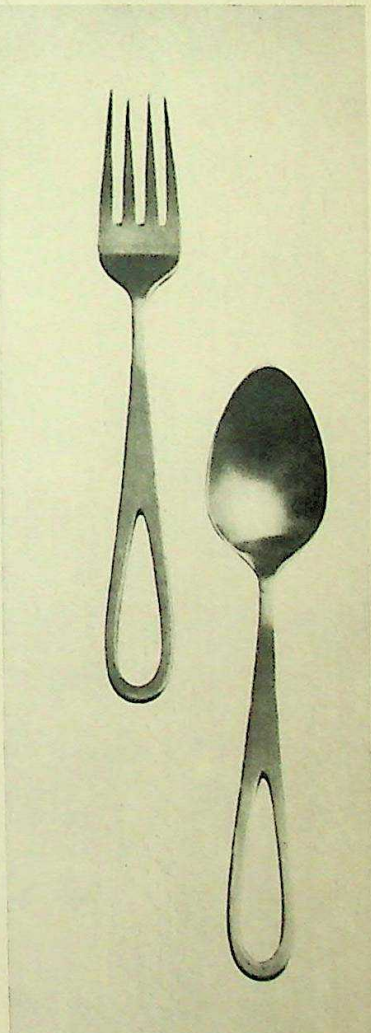
Domus

p. 29

aprile, 1957

Anche due modelli di posate di Gio Ponti (foto a destra, e in alto a destra) sono stati presentati alla mostra.

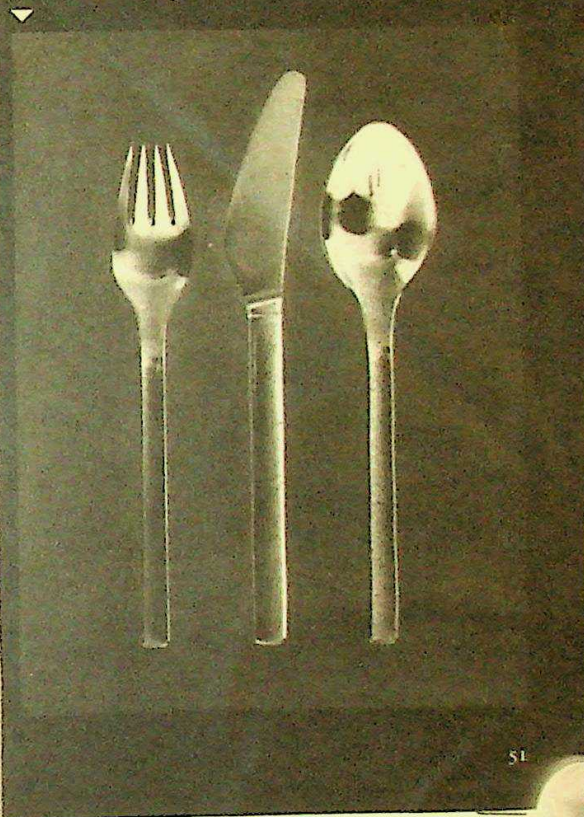
XD 34/12



Gio Ponti

XD $\frac{54}{12}$

Denmark Part of an entirely new range of stainless steel cutlery and flatware. DESIGNER Magnus Stephensen. MAKER Georg Jensen Silversmiths A/S, Copenhagen.



Knife
D 183,865 - $\frac{22}{3}$

Fork
D 184,777 $\frac{54}{12}$

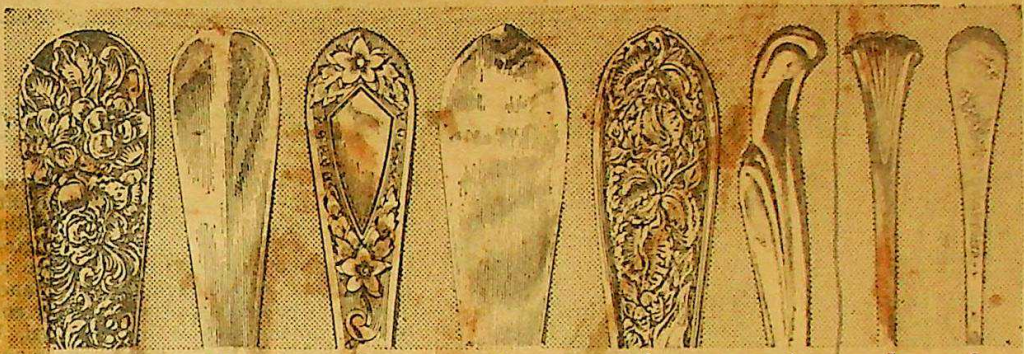
Design = Jan 1957 p51
lower right

RETURN TO
DESIGN DIV.

Left

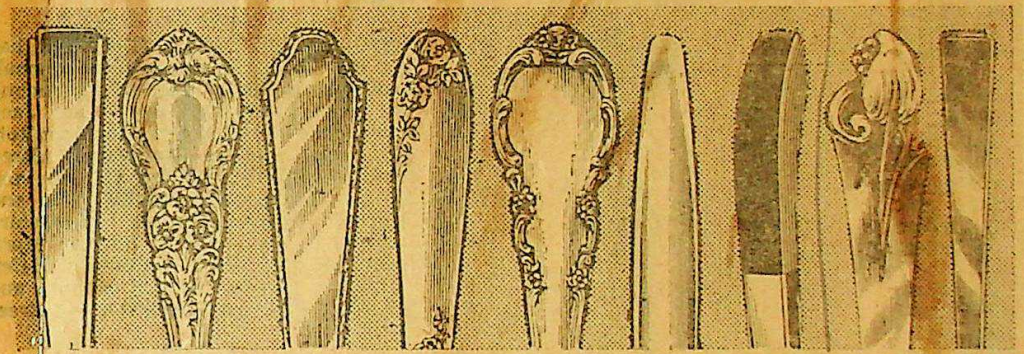
THE WASHINGTON POST and TIMES HERALD
ES

Sunday, December 9, 1956



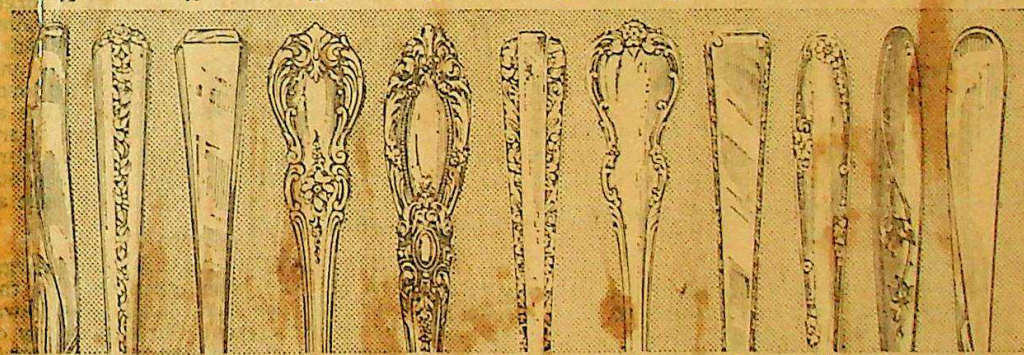
1-6
Stiff

7-8
Tulle

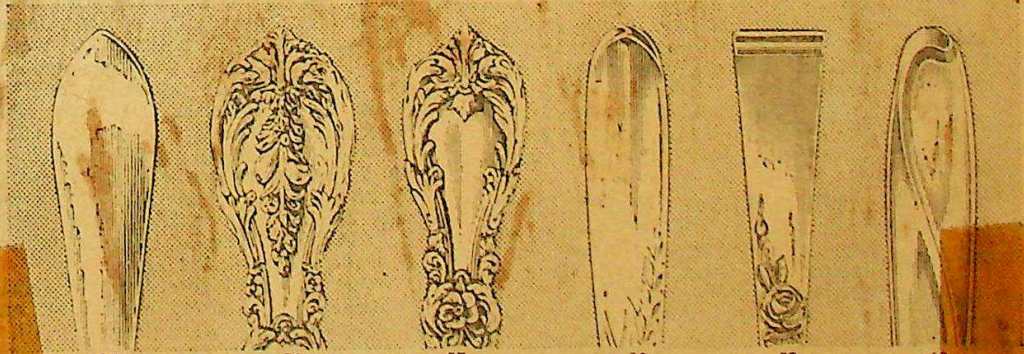


18-24
Lunt

25-26
Smith



36-46
Towle

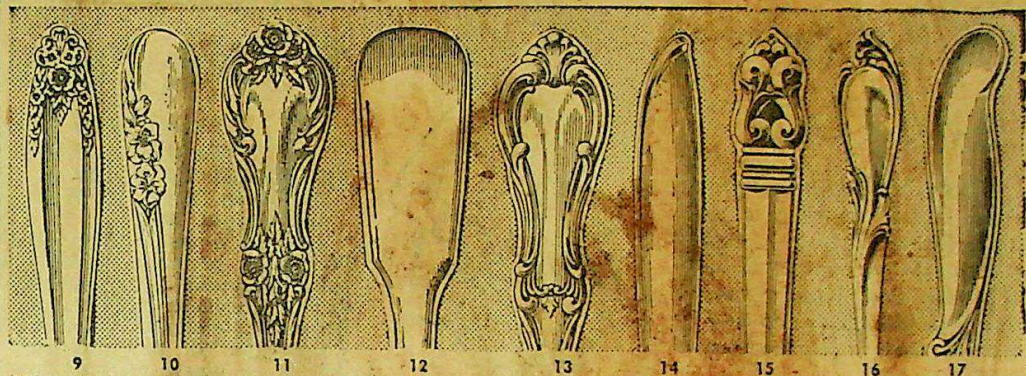


55-60
Reed & Barton

Right

9-17

International



27-30

Schfield

31-34

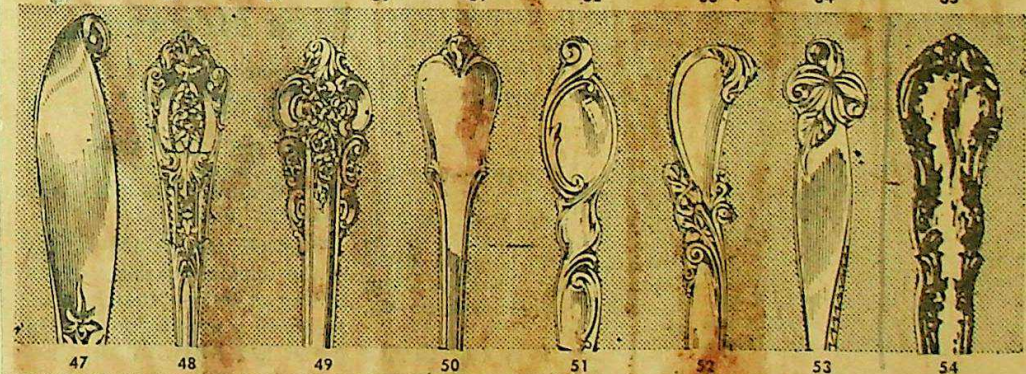
Heinloom



Schmidt
"Jonestown"

47-53

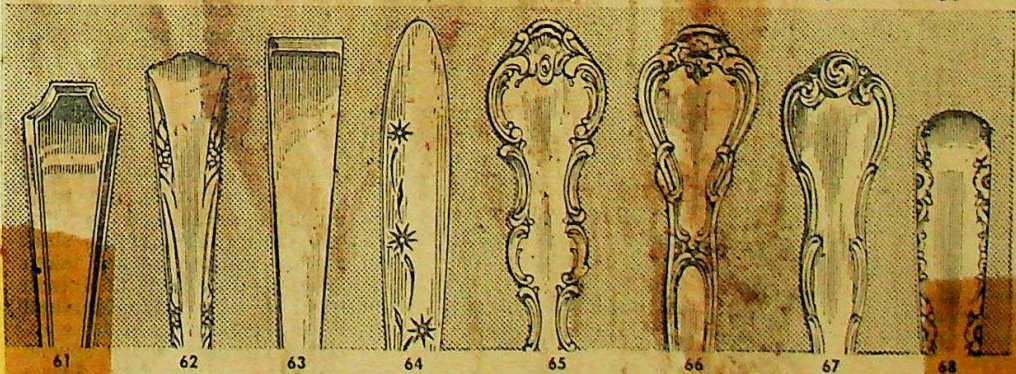
Wallace



Schmidt
"Wallace
Living"

61-68

Gorham



Celeste

center

Chas. Schwartz & Son

STIEFF STERLING (left)

1. "Rose," 29.25. 2. "Williamsburg," 39.25. 3. "Betsy Patterson Engraved," 36.50. 4. "Betsy Patterson Plain," 30.50. 5. "Corsage," 29.25. 6. "Silver Surf," 33.75.

TUTTLE STERLING (left) 7. "Onslow," 58.50. 8. "Hannah Hull," 35.75.

INTERNATIONAL STERLING (right)

9. "Prelude," 32.50. 10. "Blossom Time," 32.50. 11. "Wild Rose," 32.50. 12. "1810," \$35. 13. "Joan of Arc," 32.50. 14. "Silver Rhythm," \$35. 15. "Royal Danish," 39.75. 16. "Silver Melody," \$35. 17. "Rhapsody," \$35. 18.

LUNT STERLING (left)

18. "Modern Classic," (extra heavy weight) 43.25. 19. "American Victorian," 38.75. 20. "William and Mary," 38.75. 21. "Sweetheart Rose," \$35. 22. "Modern Victorian," 38.75. 23. "Summer Song," \$35. 24. "Contrast," (4-pc. setting) 18.75. FRANK SMITH STERLING (left) 25. "Woodlily," 42.50. 26. "Classic Beauty," 37.75.

SCHOFIELD STERLING (right)

27. "Lorraine," 39.50. 28. "Baltimore Rose," 29.75. 29. "Liby," 39.50. 30. "Mayflower," 39.50. HEIRLOOM STERLING (right) 31. "Damask Rose," 32.50. 32. "Lasting Spring," 32.50. 33. "Stanton Hall," \$36. 34. "Reigning Beauty," 32.50. CHAS. SCHWARTZ & SON (right) 35. Our own exclusive "Jamestown," \$42.75.

TOWLE STERLING (left)

36. "Southwind," 37.50. 37. "Rambler Rose," 29.75. 38. "Craftsman," \$35. 39. "Old Master," \$35. 40. "King Richard," 43.75. 41. "Candlelight," 32.75. 42. "French Provincial," \$35. 43. "Old Lace," 32.75. 44. "Maderia," 32.75. 45. "Rose Solitaire," 32.75. 46. "Silver Spray," \$35.

WALLACE STERLING (right)

47. "Wishing Star," 29.75. 48. "Rose Point," 37.50. 49. "Grand Baroque," \$45. 50. "Grand Colonial," 37.50. 51. "Silver Swirl," 32.50. 52. "Waltz of Spring," 39.50. 53. "Orchid Elegance," 39.50. 54. CHAS. SCHWARTZ & SON'S Exclusive "Wallace Irving," 19.75.

REED & BARTON (left)

55. "Pointed Antique," 32.50. 56. "Francis First," 38.75. 57. "Burgundy," \$36. 58. "Silver Wheat," 32.50. 59. "Classic Rose," 33.50. 60. "Silver Sculpture," 34.75.

GORHAM STERLING (right)

61. "Fairfax," \$35. 62. "Greenbrier," 29.75. 63. "Theme," 38.75. 64. "Celeste," 38.75. 65. "Strasbourg," 38.75. 66. "Chantilly," \$35. 67. "Rondo," \$35. 68. "Camellia," 32.75.

Sterling Silver Prices are for 6-piece place settings consisting of cream soup spoon, knife, fork, salad fork, teaspoon, butter spreader.

All Prices Include Federal Tax.

Stainless Tableware of "Party Quality"

You are assured of it if you compare values in stainless tableware before you buy. You'll want to check design carefully—of course. A Stegor pattern on your dining table speaks for itself (and for you) in terms of modernity, taste and rightness for today's homes.

Check for workmanship, too. Did you know, for example, that it takes as many as *thirty* operations to make a Stegor teaspoon? Or that a Stegor knife handle cannot—ever—develop unsightly discolorations along seams?

Comparisons like this can be important to you. Because the painstaking attention to such details in the making of stainless tableware preserves the "party look" that attracts you and your guests to Stegor Stainless right from the start.

PAGE	★	WHEAT	★	VERVE	★	MOTIF
		12		8		1
Place Knife	\$30.00		\$20.00		\$10.00
Place Fork	18.00		12.00		6.00
Salad Fork, Ind.	15.00		10.00		5.00
Teaspoon	12.00		8.00		4.00
Place Spoon (Cereal, Dessert, Soup, etc.)	15.00		10.00		5.00
Butter Knife or Spreader	12.00		8.00		4.00
Iced Beverage Spoon	15.00		10.00		5.00
Oyster or Cocktail Fork	12.00		8.00		4.00
Steak Knife, Ind.	36.00		24.00		12.00
6-pc. Place-setting (Including Spreader)	102.00		68.00		34.00
5-pc. Place-setting, Boxed					8.50
SERVING PIECES						
Bottle Opener	\$3.50				1.75
Sugar or Small Serving Spoon	1.75				3.75
Butter Knife	1.75				2.75
Small Ladle	2.75				7.95
Medium Ladle	3.75				5.75
Large Serving Spoon	2.50				7.50
Large Serving Fork	2.50				7.50
SET COMBINATIONS						
Basic Set: 16-pc. Service for 4					
4 Knives, Forks, Teaspoons and Place Spoons					\$19.95
Basic Set: 24-pc. Service for 6					
6 Knives, Forks, Teaspoons and Place Spoons					29.95
Alfresco Set: 32-pc. Service for 8					
8 Knives, Forks, Teaspoons, Place Spoons, Salad Forks and 2 large Serving Spoons. (#331 Chest)					48.95
Alfresco Set: 50-pc. Service for 8					
8 Knives, Forks, Place Spoons, Salad Forks, 16 Teaspoons, 2 large Serving Spoons. (#331 Chest)					64.95
Small Serving Set: Fork and Spoon in box					3.50
Large Serving Set: Fork and Spoon in box					4.95
Cocktail Set: Oyster Fork, Iced Beverage Spoon in box					2.50
2-pc. Carving Set: Knife, Fork in box					15.00
Set of Six Steak Knives (Ind.) in box					18.00
Set of Eight Steak Knives (Ind.) in box					24.00
DE LUXE COMBINATIONS in natural-finish wooden cases						
#569 Set of Six Steak Knives (Ind.)—Deluxe box					22.50
#569-8 Set of Eight Steak Knives (Ind.)—Deluxe box					27.50
#570 2-pc. Carving Set: Knife, Fork—Deluxe box					19.50
#571 16-pc. Carving Set: 8 Knives (Ind.) and 2-pc. Carving Set—					37.50

U.S. Patent Office

MAR 23 1956

Design Division

P. 5

GPP-25A-7.55

Designed for the world we live in today . . . stunning

new **STEGOR**® stainless

XD 54/12



Minimum care keeps it always beautiful, ready for use

STEGOR[®]

stainless is fine,
easy-to-care-for
flatware for
today's living . . .

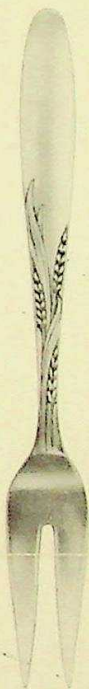
Made and guaranteed by
Gorham whose high
standards of fine quality
and flawless
workmanship are
evident in every detail
from beauty of design
to its luxurious
non-tarnishable satin
finish that needs only
a minimum of care.



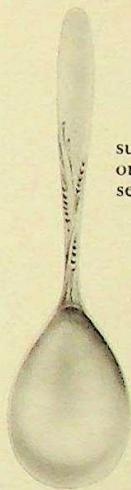
large
serving spoon



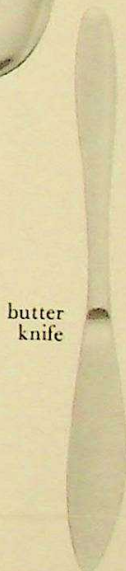
oyster
or cocktail
fork



serving
forks in two
sizes

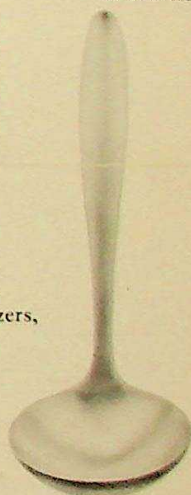


sugar
or small
serving spoon

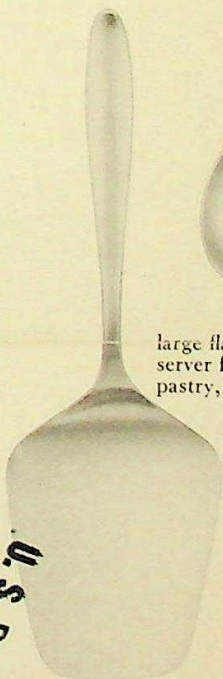


butter
knife

ladles
in two sizes



large flat
server for
pastry, meat



small
flat server
for appetizers,
cheese



individual steak knife

EACH STEGOR PATTERN AVAILABLE IN THESE VERSATILE SERVING PIECES

Design Division

MAR 23 1956

U. S. Patent Office

U. S. Patent Office

MAR 23 1956

Design Division

STEGOR[®] is available in four modern patterns

Long experienced in creating distinctive tableware, the Gorham designers have applied their skills to contemporary design with results that are outstanding examples of simple modern beauty . . . American style. Stegor's lines are gently sculptured . . . details are subtle . . . efficiency great . . . with the result of fine, functional flatware, ideally suited to the world we live in today. Important, too, is the fact that Stegor has been sculptured into its graceful shapes . . . with just the right amount of thickness here, thinness there, to give it perfect balance as well as uncommon beauty. Stegor is in excellent taste at your dressiest dinner parties or casual, increasingly popular suppers on the terrace or patio.

5-piece place-setting of any of the patterns shown includes: knife with hollow handle and forged steel blade, fork, teaspoon, salad fork, place spoon (soup or cereal) . . . \$7.50



Alfresco Sets

Service for 6 and 8

In Alfresco Sets, Iced Beverage Spoon may be substituted for Place Spoon.

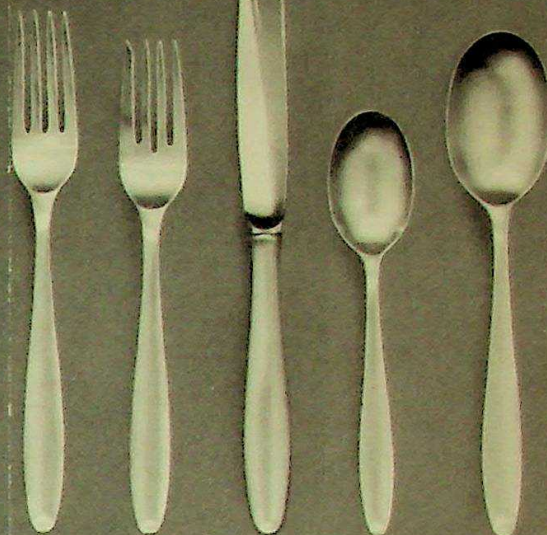


Basic Sets

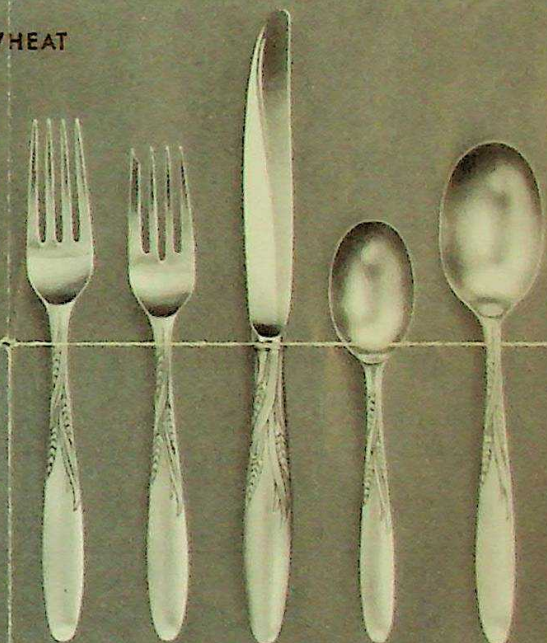
Service for 4 and 6

In Basic Sets, Iced Beverage Spoon or Salad Fork may be substituted for Place Spoon.

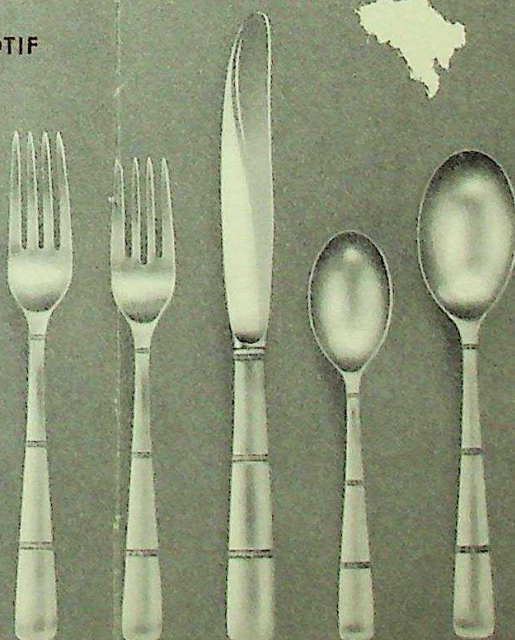
PAGE



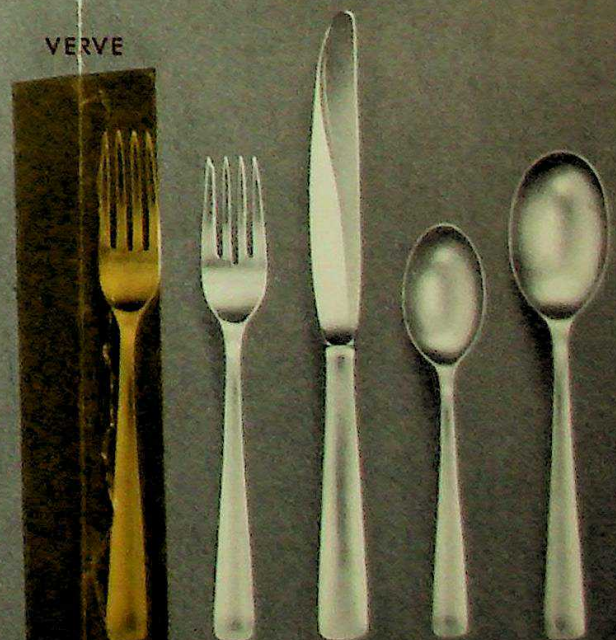
WHEAT



MOTIF



VERVE



U. S. Patent Office

MAR 23 1956

Design Division

X.D. 54

p. 52
Oct. 1954

Design
(British magazine)



Repetition

is our mission;
out they pour
more and more.
Should you desire.
the same in WIRE
the name is

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When the problem is one that repetition wirework might possibly solve - by reason of its light weight, perhaps its flexibility, or even its cheapness - we suggest you have a word with us about it.

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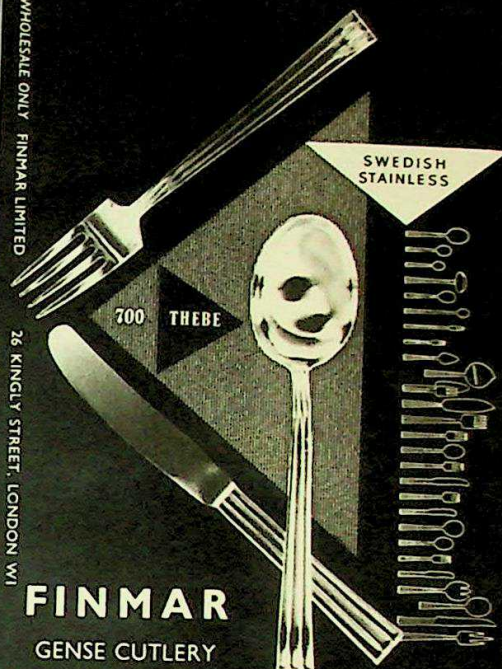
*Phone: GIPsy Hill 4278/9 Grams: Galwire, London

TA6246

WHOLESALE ONLY FINMAR LIMITED

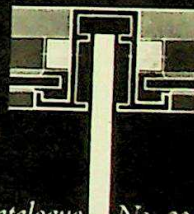
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FINMAR
GENSE CUTLERY



HOPE'S WINDOGRID

A New System of Continuous
Fenestration



Catalogue No. 295

HENRY HOPE & SONS LTD
SMETHWICK, BIRMINGHAM
17 BERNERS ST., LONDON, W.1

Famous for Metal Windows of Quality since 1818



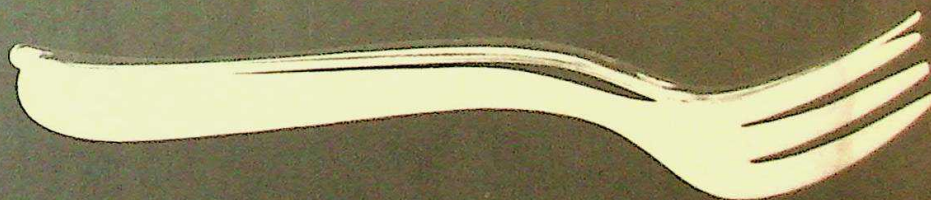
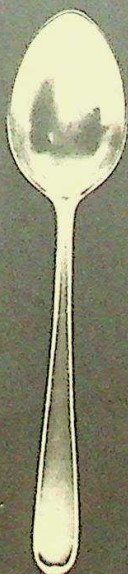
J. Tolstrup



Anche in questa posate norvegese in acciaio inossidabile compare costante il principio di una continuità di forma nel disegno, principio che porta alla notevole soluzione del coltello. (Produzione J. Tolstrup, Oslo).

The design of this stainless steel Norwegian cutlery tends to reach a continuity of shape, exemplified in the beautiful knife. (J. Tolstrup production Oslo).

L. Caccia Dominioni



Produzione Miracoli, Milano, disegno L. Caccia. Il piacere della forma semplice e moderna è portato da Caccia in queste posate d'argento, che per il loro stesso metodo di fabbricazione tradizionale meno parrebbero sentire le influenze delle nuove tecniche di produzione.

Miracoli production, Milan, designed by L. Caccia. This silver cutlery presents a simple and modern shape in spite of the traditional method by which it is produced.



D7-642

Queste posate sono nuovissime tanto per il disegno che per la tecnica di produzione: sono in uno speciale acciaio temperato inossidabile che ha reso possibile la loro nuova linea: grazie al processo di tempera infatti sono stati evitati i pericoli di eventuali punti deboli nella struttura, realizzando le posate in un sol pezzo. La forma del manico è cilindrica all'estremità superiore, in modo da consentire di girare il pezzo facilmente tra le dita, mentre la parte inferiore è piatta per assicurare l'appoggio nel palmo della mano. Il centro di gravità si trova nel passaggio dalla parte cilindrica alla parte piatta, e le posate risultano leggere nel movimento.

Both design and production technique of this cutlery is ultra-modern; this new style has been made possible by the use of a special stainless tempered steel. By the new tempering process used it has in fact been possible to avoid any danger of weak points appearing in the structures, thus enabling each article to be made in a single piece. The upper end of the handle is cylindrically shaped so as to allow it to be easily turned by the fingers, whilst the lower end is flat-shaped so as to be easily gripped by the palm of the hand. The centre of gravity is situated where the cylindrical part joins the flat one and the cutlery is easily and lightly handled.

Erik Herlow

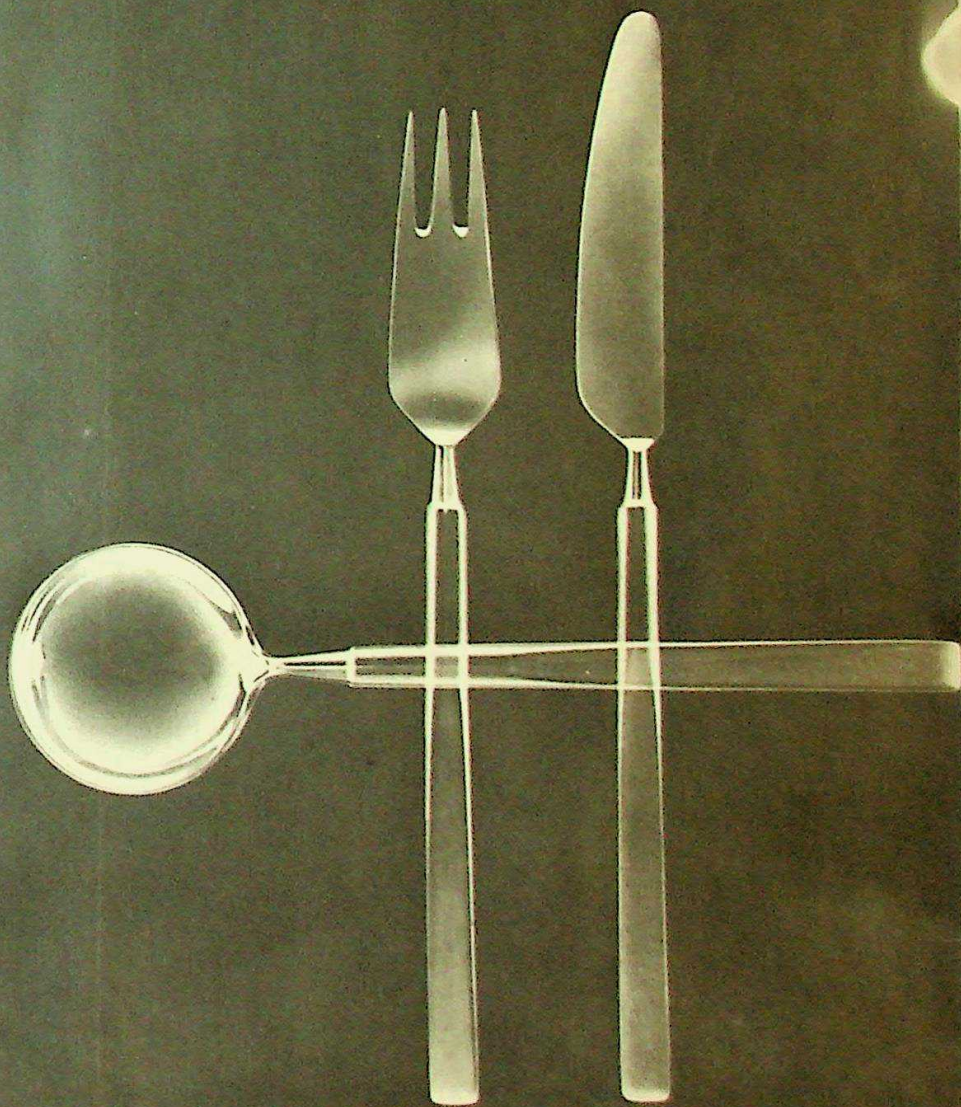
differenziate in alcuni casi solamente da un diverso trattamento della superficie del metallo, quasi a chiarire la funzione di impugnatura e di posata vera e propria.

Le posate di Herlow che qui presentiamo, ad esempio, costituiscono un altro recentissimo caso di posate completamente inedite, conseguite mediante un acciaio temperato speciale con qualità particolari che hanno permesso, anche con l'estremo assottigliamento dell'impugnatura, di giungere ad una posata fatta in un unico pezzo, senza alcuna saldatura.

Le ricerche di oggi, però, vogliamo ancora sottolinearlo, non sono simili alle ricerche decorative precedenti, esse si sviluppano in una direzione completamente nuova, cercando di cogliere il problema nei suoi dati di fondo piuttosto che nei suoi aspetti decorativi.

Naturalmente si arriva anche ad un fatto decorativo, ad una specie di moda del pratico, del semplice, poichè si interpreta un atteggiamento generale della vita contemporanea, che trova anche nella moda (nel suo significato specifico di gusto capriccioso e di trovata contingente) una sua rispondenza. Ma è qualcosa di più, è la rivalorizzazione e la riconsiderazione di ogni cosa che l'uomo tocca ed usa, cioè è in sostanza una rivalorizzazione dell'uomo stesso, senza alcun attributo, dell'uomo comune. Questa nuova concezione del mondo fa sì che il corrispondere ad una utilità umana, e il rispecchiare il lavoro dell'uomo secondo un metodo giusto e semplice, se pienamente e coraggiosamente espressi nella forma, siano i lieviti primi della bellezza.

Carlo Santi



Oct 1954

Stile Industria

Evening Star
April 12, 1949.

WOODWARD &

LOTHROP
The Easter Store

20-54-12

Available again . . .
 16 Inactive Patterns in
 Gorham Sterling Flatware
 . . . by special order

Wonderful opportunity to "match up" your sterling flatware . . . fill in odd pieces or add place settings. 16 of Gorham's inactive patterns are being made available by order . . . delivery will begin in October if orders are placed before June 30.

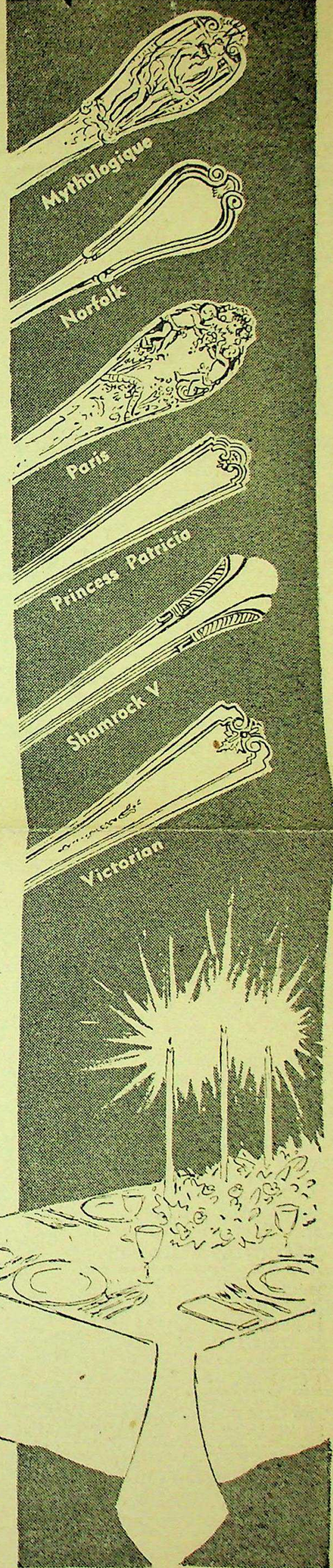
6-piece place setting consists of luncheon knife and luncheon fork, cream soup spoon, individual salad fork, teaspoon, butter spreader.

place setting

Chatham	-----	\$31.75
Christina	-----	\$31.50
Cinderella	-----	\$31.00
Edgeworth	-----	\$30.75
Essex	-----	\$31.00
Eventide	-----	\$31.50
Lancaster	-----	\$33.25
Late Georgian	-----	\$31.75
Lily	-----	\$35.50
Louis XV	-----	\$32.25
Mythologique	-----	\$38.25
Norfolk	-----	\$30.50
Paris	-----	\$33.25
Princess Patricia	-----	\$31.25
Shamrock V	-----	\$33.00
Victorian	-----	\$30.50

Prices include 20% tax.

W&L—Silver Room, First Floor



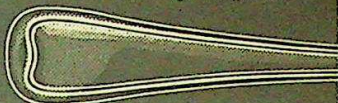
8D 54-12



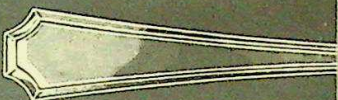
Celeste — modern, incised design, art-form which has an individual meaning.



Theme — in the "American Modern" group, a Scandinavian design adaptation.



Old French — strong, dignified, with simplicity of 18th Century French silver.



Fairfax — in clean, crisp lines, borrows shape and form from Sheraton chair.



Etruscan — simple, classical, using familiar Greek Key architectural design.



Lyric — rhythm in silver, inspired by gracious curves of a coronet braid.



Greenbrier — young, alive, interprets the growth of a flower from bud to blossom.



Camellia — contemporary, inspired by delicate lace pattern of a Spanish shawl.



Golden Wheat — delicate spears of golden harvest grain in stylized motif.



Gold Cipher — modern at its best, personalized with your golden monogram.

THE GORHAM GALLERY

Sterling flatware patterns may be roughly classified in four groups—elaborately ornate, ornate, decorated or plain—depending upon their amount of decorative detail. Elaborately ornate patterns such as *Melrose* and *Décor* have rich, luxurious detail, an unmistakable air of opulence. Ornate patterns are ornamented to a lesser degree, and are usually traditional designs which reflect the fashion of another day. Gorham's *Buttercup*, *King Edward*, *English Gadroon*, *Chantilly*, *Strasbourg*, fall into this category. When decoration is used with restraint to accentuate line, we have what is called a decorated pattern such as *Lily of the Valley*, *Greenbrier*, *Camellia*, *Rondo*, *Willow*, *Celeste*.

The fourth group, plain, describes those patterns, whether modern or traditional in design, in which almost all decorative detail has been stripped away to reveal unadorned beauty of line and form. In the Gorham Gallery *Old French*, *Lyric*, *Fairfax*, *Etruscan*, *Theme* belong in this group.

In a class by themselves are the five Thread of Gold patterns—*Gold Cipher*, *Gold Tip*, *Golden Wheat*, *Stardust* and *Snowflake*. The decoration of lustrous sterling with the Midas touch of gleaming gold is an idea as old as the art of silversmithing. But the masterful designing, perfect proportioning and custom-crafted detail work which go into Gorham's Thread of Gold patterns create a new tradition in modern sterling flatware.

Gorham
STERLING
© 1931

America's Leading Silversmiths Since 1831



Willow — the "American Modern" look, a blend of Far East and the West.



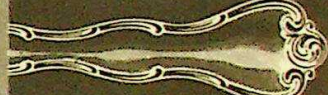
Lily of the Valley — modern, suggests the hint of spring, the spirit of youth.



Décor — Bold, pierced, combining texture and jewel-like gleam in contrast.



Chantilly — in flowing line and curve reflects the elegance of Louis XV.



Rondo — three-beat melody in silver, rising to crescendo in a graceful scroll.



English Gadroon — a stately adaptation of a fine 18th Century decorative motif.



Strasbourg — scrolls in reverse, a light-hearted Louis XV Rococo pattern.



Melrose — captures beauty of carvings in the Melrose mansion at Natchez.



Buttercup — a graceful floral done in the ornamental Victorian manner.



King Edward — richly detailed, in the French manner of Thomas Chippendale.



Celeste — modern, incised design, art form which has an individual meaning



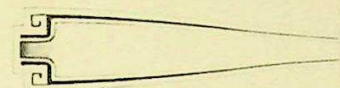
Theme — in the "American Modern" group, a Scandinavian design adaptation



Old French — strong, dignified with simplicity of 18th Century French silver.



Fairfax — in clean, crisp lines borrows shape and form from Sheraton chair.



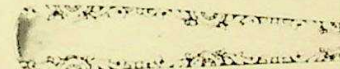
Etruscan — simple, classical, using familiar Greek Key architectural design.



Lyric — rhythm in silver, inspired by gracious curves of a coronet braid.



Greenbrier — young, alive, interprets the growth of a flower from bud to blossom.



Camellia — contemporary, inspired by delicate lace pattern of a Spanish shawl.



Golden Wheat — delicate spears of golden harvest grain in stylized motif.



Gold Cipher — modern at its best, personalized with your golden monogram.

THE GORHAM GALLERY

Sterling flatware patterns may be roughly classified in four groups: elaborately ornate, ornate, decorated or plain, depending upon their amount of decorative detail. Elaborately ornate patterns such as *Melrose* and *Decor* have rich, luxuriant detail, an unmistakable air of opulence. Ornate patterns are ornamented to a lesser degree, and are usually traditional designs which reflect the fashion of another day. Gorham's *Buttercup*, *King Edward*, *English Gadroon*, *Chantilly*, *Strasbourg*, fall into this category. When decoration is used with restraint to accentuate line, we have what is called a decorated pattern such as *Lily of the Valley*, *Greenbrier*, *Camellia*, *Rondo*.

Wallace, *Celeste*.

The fourth group, plain, describes those patterns, whether modern or traditional in design, in which almost all decorative detail has been stripped away to reveal unadorned beauty of line and form. In the Gorham Gallery *Old French*, *Lyric*, *Fairfax*, *Etruscan*.

Theme belong in this group.

In a class by themselves are the five Thread of Gold patterns: *Gold Cipher*, *Gold Tip*, *Golden Wheat*, *Starburst*, and *Snowflake*. The decoration of lustrous sterling with the Michel touch of gleaming gold is an idea as old as the art of silversmithing.

But the masterful designing, perfect proportioning and custom-crafted detail work which go into Gorham's Thread of Gold patterns create a new tradition in modern sterling flatware.

Gorham

STERLING

America's Leading Silversmiths Since 1831



Willow — the "American Modern" look, a blend of Far East and the West.



Lily of the Valley — modern, suggests the hint of spring, the spirit of youth.



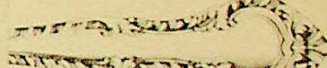
Decor — Bold, pitted, combining texture and jewel-like gleam in contrast.



Chantilly — in flowing line and curve reflects the elegance of Louis XV.



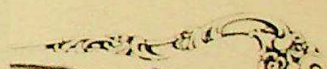
Rondo — three beat melody in silver, rising to crescendo in a graceful scroll.



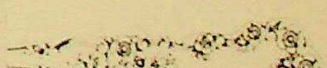
English Gadroon — a stately adaptation of a fine 18th Century decorative motif.



Strasbourg — scrolls in reverse, a light-hearted Louis XV Rococo pattern.



Melrose — captures beauty of carvings in the Melrose mansion at Natchez.



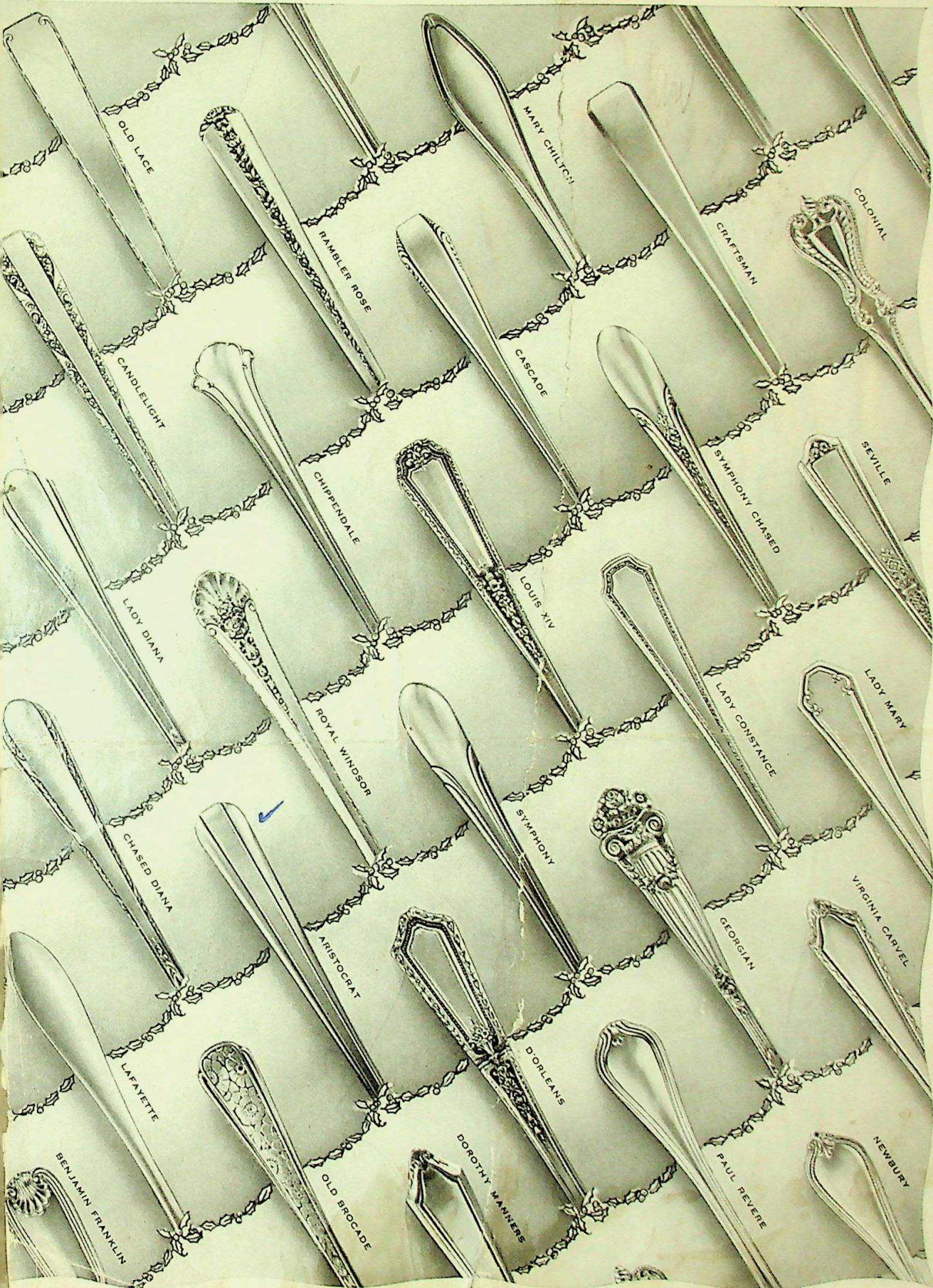
Buttercup — a graceful floral done in the ornamental Victorian manner.



King Edward — richly detailed in the French manner of Thomas Chippendale.

DECEMBER 1, 1939

The Towle Silversmiths. ~~2054~~
12



HAPPY
THE DAY
HAPPY
THE GIFT
RETURN
DESIGN DIV.
Sterling
By
Towle
makers
sterling on
with craft
tradition
Since
1690

RETURN TO
DESIGN DIV.



~~XD 54~~
12

Old Lace

New Smart Sterling
in the
Spirit of the
Past

Early
19th Century
Inspiration

A fascinating blend of simplicity and delicate ornament. The lace-like motif ripples softly against the plain panel which waits for your monogram. . . . OLD LACE is fashioned with the same skilled craftsmanship for which all Towle patterns are noted. And, like all Towle patterns, OLD LACE is very moderately priced for Sterling of such fine quality.



Towle makers of Sterling only.
with craft traditions since 1690

Des. 113,479
Feb 21, 1939.

Designs:

105,133

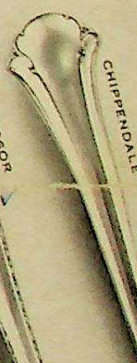
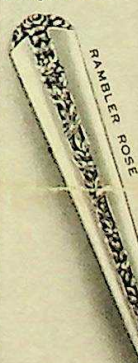
90,759

92,106

86,929

97,143

105,134



Write for pictures and prices of all Towle patterns with chart of engraving suggestions.

NEW BOOK FOR BRIDES — "How to Plan Your Wedding and Your Silver."

THE TOWLE SILVERSMITHS — Dept. H-4
Newburyport, Massachusetts

Please send free folders on _____ patterns.
I enclose 10 cents for new book.
Name and Address _____

RETURN TO DESIGN DIV.

Jewelry

VOGUE

A Christmas Ritual

The giving of Sterling is almost a Christmas ritual in thousands of homes. Is this the answer to your gift problem? Give a few pieces to match her pattern, or start a new set for a wife, mother, daughter or friend, confident that nothing could please her better. With Sterling you give life-long beauty and pleasure.

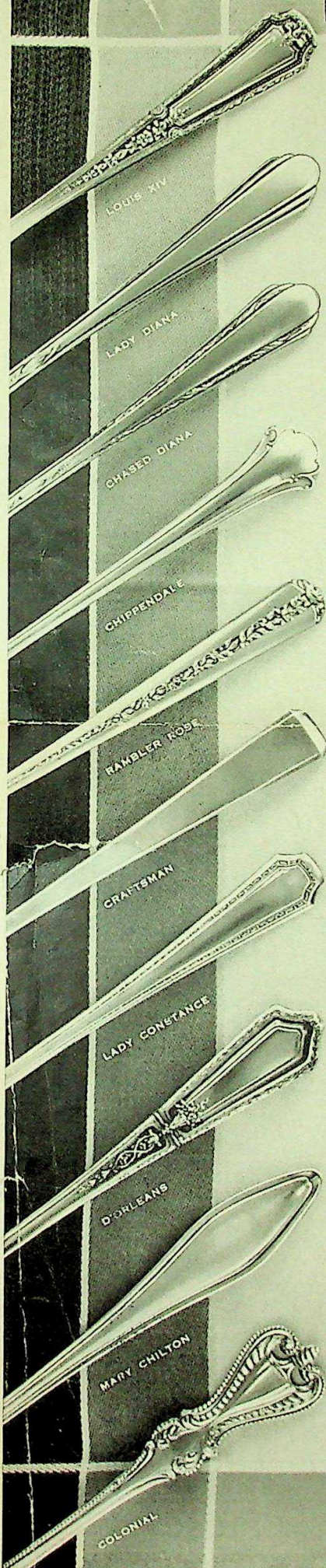


Towle

Makers of Sterling only...
with Craft Traditions
in Newburyport Mass.
Since 1690

RETURN TO

DESIGN DIV.



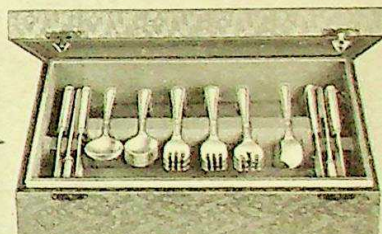
Just between BRIDE and GROOM
Sterling SOLID Silver
is the cherished thought

HELP THEM MAKE A STERLING
 DECISION BY FEATURING
 ADEQUATE DISPLAYS

*It Is Easy to Buy
 When the Price
 Surprises*

FOR
 INSTANCE

MISS AMERICA



26 PIECE COMBINATION

6 Teaspoons Trade	\$4.00	6 Ind. Salad Forks	\$7.50
6 Dessert Forks	11.00	1 Butter Knife	2.50
6 Dessert Knives	12.50	1 Sugar Spoon	1.50

FOR ONLY

\$39.00

No. 361 Genuine "SILVERBRITE"
 Non-Tarnish Case blocked to hold
 up to 56 Pieces . . . \$2.50 Extra

*A Single Serving Piece in Sterling
 is a Gift Complete*

WHY NOT ORDER YOUR SELECTION NOW?

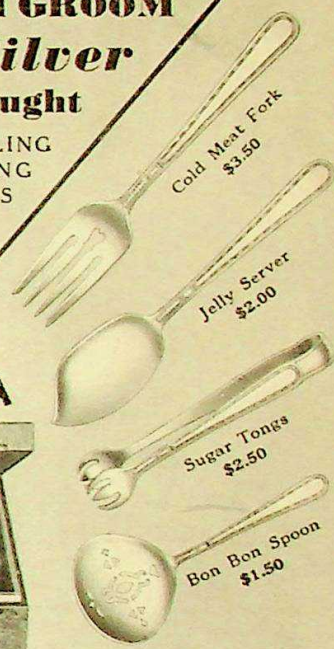
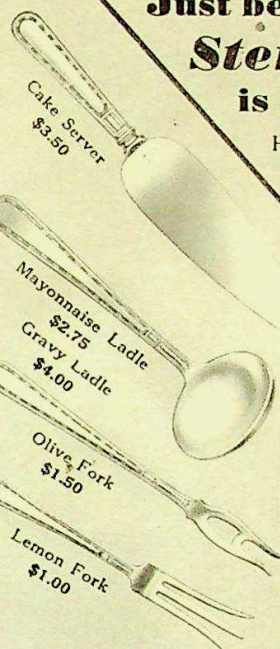
Prices Quoted are Subject to Regular Discounts
 Complete Price List Sent on Request

THE ALVIN CORPORATION

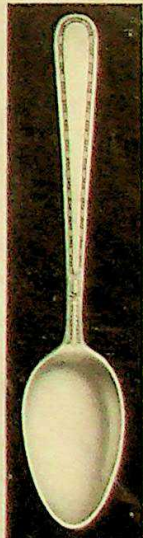
PROVIDENCE, R. I.

17 MAIDEN LANE, NEW YORK

10 SO. WABASH AVE., CHICAGO, ILL.



Ind. Salad Forks
 Set of Six \$7.50



Teaspoons Trade
 Set of Six \$4.00

45111X2

Put one of these hand-somely printed cards in your window . . . another on a show case.

Handsome Display Tray also with each order.

THE Hollywood Ring

in 12 Birthstone Colors



... a Costume Ring

Try several of them in different colors on a single finger

LET US SHOW YOU

Chicago Representative
LOUIS E. SHERMAN
159 North State Street
Pacific Representative
H. M. LIPMAN
12 Geary Street
San Francisco, Calif.

Stunning
as a . . .

WEDDING
GUARD OR
BABY

Ring

NOW in Sterling Silver (RHODIUM FINISH)

at \$6 per dozen

To the Hollywood Ring line exquisitely enameled in gay, spritely birthstone colors has now been added a complete assortment in sterling silver . . . rhodium plated. Here is a popular priced item of which you can sell 2, 3, 4, or 5 all at one time to a single customer. That is what the jewelers of Hollywood are doing . . . selling them in varied combinations of two or three harmonizing colors to the fashionable

fairies of filmland . . . to be worn on a single finger. Co-eds in colleges and high school flappers have adopted them to flaunt their class and college colors. An enormous market is waiting. The profit is generous and the turnover is quick. Sold direct. Order now and supply the latest thing in jewelry.

Also made in 18k, 10k and platinum.

Jules Wedding Ring Co
2 West 46th St., New York

May, 1932

National Jeweler



JUNE BRIDES are looking for them NOW

THE EXTRA-VALUES

of fine

Watson craftsmanship

THE NATURAL CHARM

of Watson-mark

designs in Sterling

WENTWORTH

PRISCILLA
ALDEN

LOTUS

NAVARRE

JOHN ADAMS

JOHN ALDEN

TUSCANY



TO THE CUSTOMER'S modern eye, these patterns reveal their subtle power to arouse admiration on the bride's own table.

TO THE JEWELER'S expert examination, Watson policy and Watson-mark wares reveal not only maximum protection and co-operation — but *genuine extra-values* in Sterling.

THESE EXTRA-VALUES are born only of creative ideas, superior craftsmanship, definite selling-power at sustained prices and *adequate jeweler-profit!*

THE WATSON COMPANY

24 WATSON PARK, ATTLEBORO, MASS.

New York:
347 Fifth Ave.

Chicago: 37 So. Wabash Ave.

Los Angeles:
643 So. Olive St.

Watson Sterling

National Jeweler

April 1932

Executive Board of Retail Jewelers' Associations

- of -

Greater New York

February 6th,
1932.

AFFILIATED ORGANIZATIONS:

Bronx Retail Jewelers' Association, Inc.
Brooklyn Retail Jewelers' Association, Inc.
Metropolitan Retail Jewelers' Association, Inc.
East New York Retail Jewelers' Association

DAVID H. GREENBERG, Counsel
GREENBERG & SELZER
44 Park Row, New York
COntinent 7-3912

PHINEAS PETERS, Chairman
470 Fulton Street, Brooklyn
Triangle 5-2329
S. I. FERKIN, Vice-President
539 E. Tremont Avenue, Bronx
HERMAN M. SHAPIRO, Secretary
752 Lexington Avenue, New York
ELdorado 3-2409
HENRY ASTOR, Treasurer
1466 Third Avenue, New York
A. LANDAU, Chairman, Advisory Comm.
3271 Third Avenue, New York
Address all Communications to the Secretary

At a regular meeting of the Executive Board of Retail Jewelers' Associations of Greater New York, on the 8th day of January, 1932, held at the Hotel Astor, New York City, the following resolution was proposed and unanimously carried.

WHEREAS, the Executive Board firmly believes that the Retailer has a utilitarian function to serve in the economic order of things and

WHEREAS, it is our belief that only through the medium of the Retailer can there be a most efficient, wide and economic distribution of products to the consumer and

WHEREAS, J.R. Wood & Sons, Inc., has staunchly upheld the Retailer in this position by its refusal to distribute its merchandise to Employees Purchasing Leagues or any channels other than the bona fide legitimate retail merchant, be it Resolved,

That this Executive Board on behalf of all its affiliated associations in New York City convey to J.R. Wood & Sons, Inc., its heartfelt gratitude for its admirable and ethical business practices and its commendable business policies; be it further Resolved

That a copy of this Resolution be presented to J.R. Wood & Sons, Inc., and be it further Resolved,

That copies of this Resolution be distributed to all associations affiliated with this Executive Board.

Phineas Peters
President.

residents and their guests. Membership and guest tickets must be presented at the door.

Miss Olga Craven, daughter of Admiral and Mrs. Thomas T. Craven; Miss Elizabeth Berrien, daughter of Capt.

and Mrs. Frank B. Berrien; Miss Jane Thorpe, daughter of Col. and Mrs. (Continued on Fourth Page.)



Choose From the
Dulin & Martin Collection
of Favored Patterns in
Sterling Silver

Sketched above, from Left to Right—

Pointed Antique, Duncan Phyfe, Fairfax, Orchid, William and Mary, Louis XIV, Francis I, Baltimore Rose, Hunt Club, Minuet, Lady Diana, America. Your sterling gift this Christmas is the best value in years.

The "AMERICA"

6 Teaspoons	\$4.50
6 Dinner Forks	9.50
6 Dinner Knives	12.50
6 Salad Forks	7.50
1 Sugar Spoon	1.50

32-pc. Sets—\$43.50

"BALTIMORE ROSE"

6 Teaspoons	\$4.50
6 Dinner Forks	12.00
6 Dinner Knives	10.50
6 Salad Forks	7.50
1 Sugar Spoon	1.25

32-pc. Sets—\$43.75

DULIN & MARTIN
Connecticut Ave. and "L"

★ PARKING SERVICE—CONNECTICUT AVENUE ENTRANCE

SOCIETY

(Continued From Third Page.)

George C. Thorpe; Miss Mary Elizabeth MacArthur, daughter of Mrs. Arthur MacArthur; Miss Margaret Morningstar, Miss Elizabeth Mallott Barnes and Miss Elsie Spitznagel will serve as ushers Sunday.

Miss Marie Doyle entertained a party of six at dinner in her apartment, in Wardman Park Hotel, last evening.

Mrs. H. G. Durfee will entertain at dinner tonight in honor of Mrs. Violet Richmond of Cumberland, Md.

Mr. and Mrs. F. A. Chamberlain of Minneapolis, Minn., are at the Dodge Hotel during their brief stay in the Capital.

Mr. Peter J. Van Huizen of Ukiah, Calif., has moved to Washington in connection with his work for the Biological Survey of the Department of Agriculture. During his stay here Mr. Van Huizen will live at the Potomac Park Apartments.

Georgia State Society
Opens Season This Evening.

The Georgia State Society will hold

tomorrow afternoon, will have the following players: Gen. and Mrs. Mather A. Bethel, Mr. and Mrs. Van R. Claiborne, Capt. and Mrs. C. W. Dietz, Mr. and Mrs. Harry Helwig, Mr. and Mrs. James H. Lemon, Mr. and Mrs. Edward Schroedel, Mr. and Mrs. Frederick P. Trott, Miss Annie K. Bannon, Miss Nellie L. Bannon, Mrs. Alma E. Byrne, Miss Mazie Buile, the Misses Caulson, Miss Eva M. Davidson, Mrs. John M. Evans, Mrs. Katharine Fenton, Mrs. Charles D. Fowler, Mrs. Frank B. Guest, Mrs. Frederic J. Haskin, Mrs. Lottie Hoover Jackman, Mrs. Robert C. Jones, Mrs. James Kennedy, Mrs. C. C. Morgan, Mrs. Eugene Nolan, Mrs. J. I. Power, Mrs. Katharine D. Priest, Mrs. W. H. Sadler, Mrs. Charles Schaffer, Mrs. Sarah E. Sumner, Mrs. Edith Swanson, Mrs. Thomas E. Thompson, Miss Sarah Alston Turner, Miss Eleanor Wells, Mrs. Martin R. West, Mr. Herbert R. F. Brett, Mr. L. H. Cake, Mr. Edward Clifford, Dr. Edward Conolly, Mr. Robert S. Conrad, Mr. Walter S. Frisbie, Mr. Samuel Guttenplan, Mr. George Hill, Mr. Reginald Lewis, Mr. Edward Martin, Mr. C. C. McDonnell, Mr. Joseph A. Neibel, Mr. Simon Nye, Mr. George E. Parks, Mr. W. S. Perkins, Mr. Curt Reisinger, Mr. P. W. Shepard, Mr. C. Edward Stewart, Mr. LeRoy Thurtell, Mr. Egbert F. Tingley, Mr. George O. von Nerta, Mr. Martin Waxman, Capt. William W. White, U. S. N.; Mr. E. Benjamin Williams and Baron

principal speaker of the evening was Mrs. Clate Willson of the Department of Labor, who spoke on "Naturalization." The meeting was held at the home of Mrs. Marian Hines Taylor with Miss Grace Whelan acting as assistant hostess.

The sophomore class of St. Cecilia's Academy is giving a theater party this afternoon at the Fox Theater and a tea at Happiness in compliment to the seniors.

While men wearing gas masks repaired a gas leak in a busy street of Glasgow, Scotland, recently, police formed a cordon around the spot and ordered pedestrians to stop smoking.

Philip
ELEVENTH ST.

Special Purchase and

\$1.95 But

RAYN

Gift

vely

\$2

Vanities

The Gayest New

to fit any purse!

at \$1.00

at \$1.50

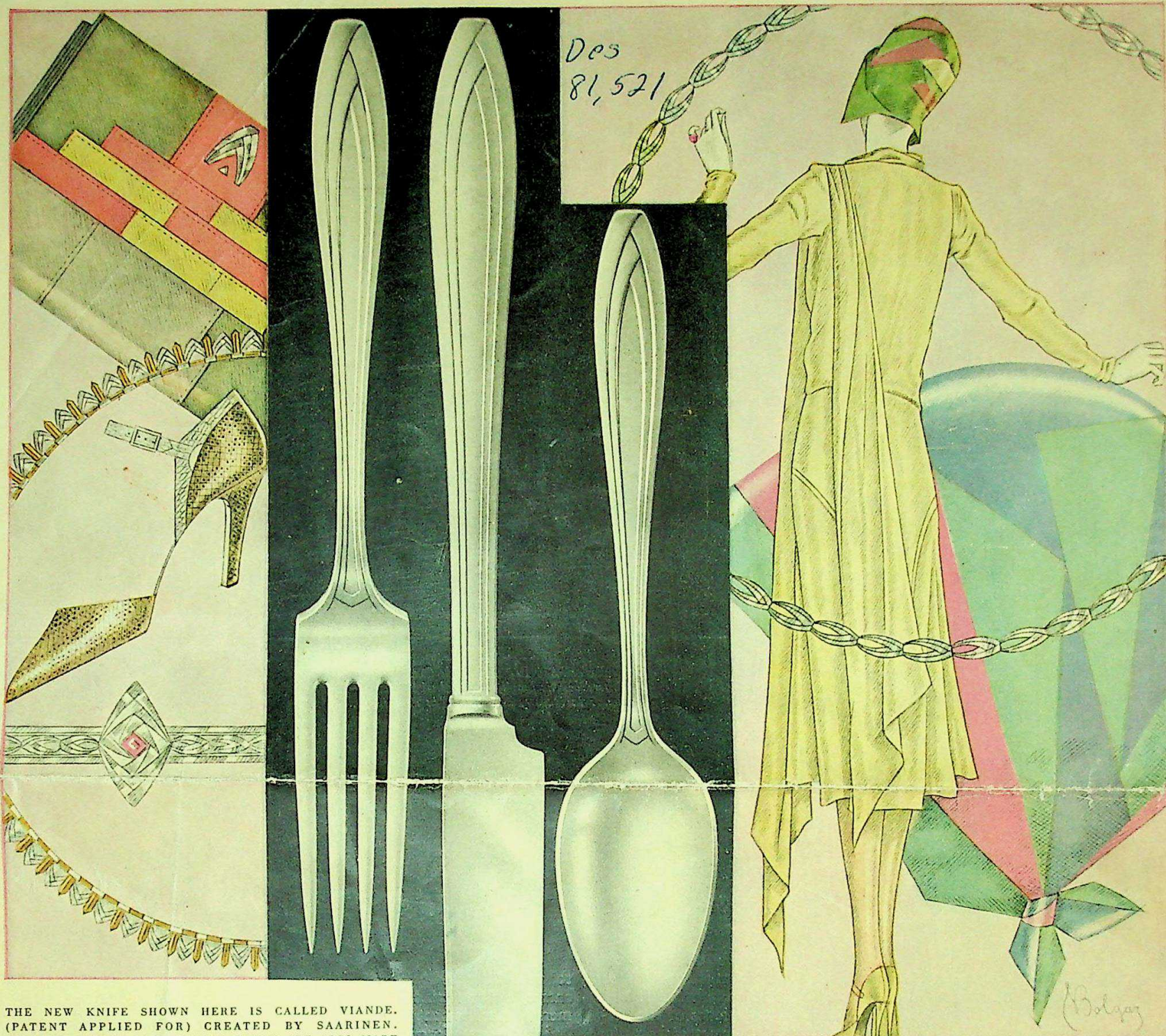
Mondaine double compact, in a leather case that looks like a little book... a miniature on the front... cake rouge and loose power secretion.

Mr. Mann!
Why Don't You Let
ELIZABETH BREWSTER
Shop for You?
Makes it Easy for You!
Call Metropolitan 0300 or ask
for her, Street Floor

Jewels

THE NEW

1216-1220 F Street N.W.



THE NEW KNIFE SHOWN HERE IS CALLED VIANDE. (PATENT APPLIED FOR) CREATED BY SAARINEN. REGULAR DINNER AND DESSERT KNIVES ARE ALSO MADE

Presenting

SILHOUETTE

All the feminine world likes "that certain something" that Paris gives to a frock, a hat, a jewel, an arching evening slipper. Call it style, call it chic, call it whatever you will . . . but call it yours! But what have hats and frocks to do with silverware? Well, just about everything! For Paris has given to those hats and frocks . . . and all of your intimate possessions, certain basic, foundational lines that make them what they are. Slender, splendid lines. Clean, stream lines. Modern lines. And those are the lines of SILHOUETTE . . . the new silverware

pattern. SILHOUETTE is smart today . . . tomorrow . . . and years from tomorrow. For such *basic* good taste is always smart. So, when you choose your silverware pattern, choose it standing before a mirror. A mental mirror at least. See yourself . . . dressed as you are, looking as you do . . . and you are bound to choose SILHOUETTE. Its lines are your lines. It's modern . . . and you're modern. And you'll go well together. For illustrations and prices of SILHOUETTE pattern write for booklet L-28 to Sales Promotion Dept., Factory E, International Silver Co., Meriden, Conn.

1847 ROGERS BROS.

SILVER PLATE

INTERNATIONAL SILVER CO.

SALESROOMS . . . NEW YORK, CHICAGO, SAN FRANCISCO





It's always blossom time at Santa Maria Inn. And, more mundanely, there's always food of super excellence.

SANTA MARIA INN

*... a place of mellow
memories when
travelers reminisce*

FROM the heights of Gaviota Pass cars swoop dramatically down to the sunny drowsiness of Santa Maria Valley.

Their license plates say anything from Maine to Honolulu. Their occupants have one aim in mind—to break the drive between Los Angeles and San Francisco with a visit to Santa Maria Inn, a place that travelers love to talk about.

Atmosphere of old Spanish Cali-

Your host at Santa Maria gathers about him relics of Indian and Spanish days.



fornia and the days of the great haciendas. Relics from the time when Indian and Spanish explorers roamed the valley. In the niches of the fireplaces, benignant statuettes from the private chapels of old Spanish families. Standing colorfully against the walls, a collection of chests in which dark-eyed señoritas once hid their choicest treasures.

Everywhere are flowers. The dining room—sun-flooded from its triple windows—is full of them. Gay, profuse, brilliant. The great, rare things you see in a flower show or behind Fifth Avenue plate glass, and scarcely expect to have nod at you familiarly over your own dinner.

But if your soul is fed on beauty, that's nothing to what's done with the inner man!

This somnolent Spanish atmosphere, this lazy California sky, are ideally fitted to your state when you've dined at Santa Maria Inn.

For the genius of the kitchen is one Yen Huie, an Oriental artist when it comes to food. He knows just how

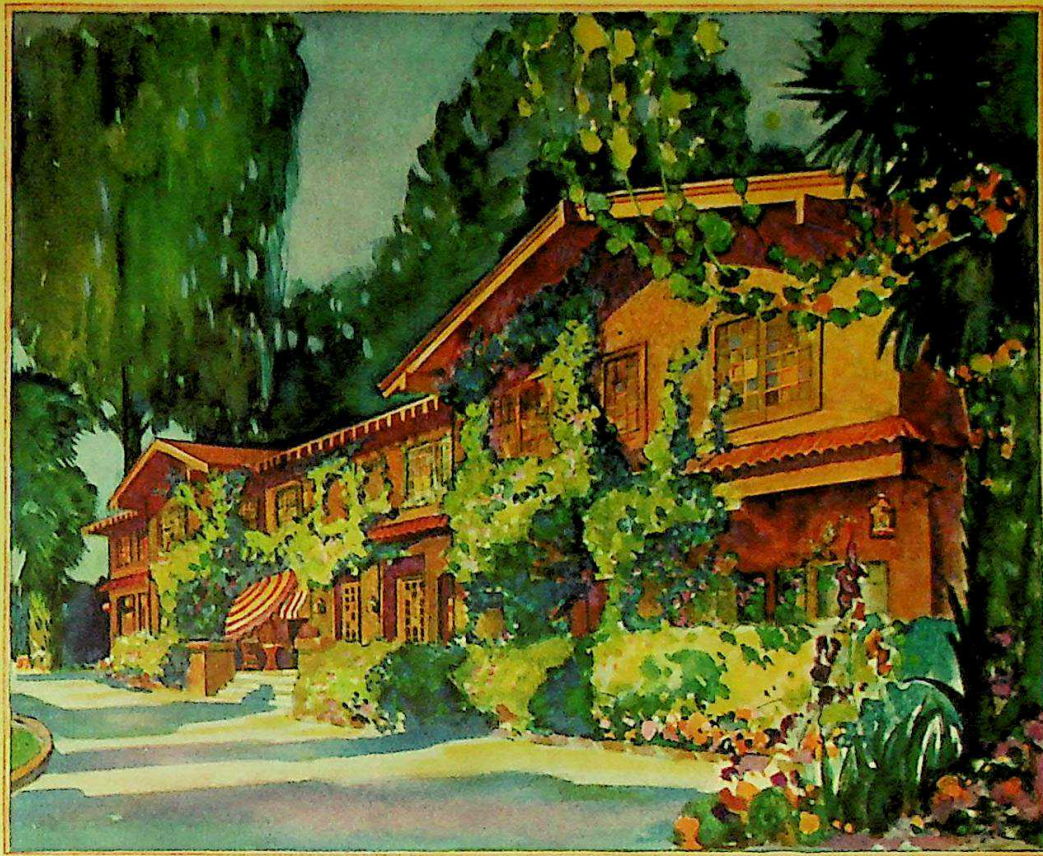
to make the soup a promise—the entrée a step further toward fulfillment. And when he serves Fried Chicken—you know that dreams come true!

Sizzling hot, with a myriad tiny bubbles. Crunchy brown . . . tender . . . melting. Delicately flavored, too, with a dozen subtle hints.

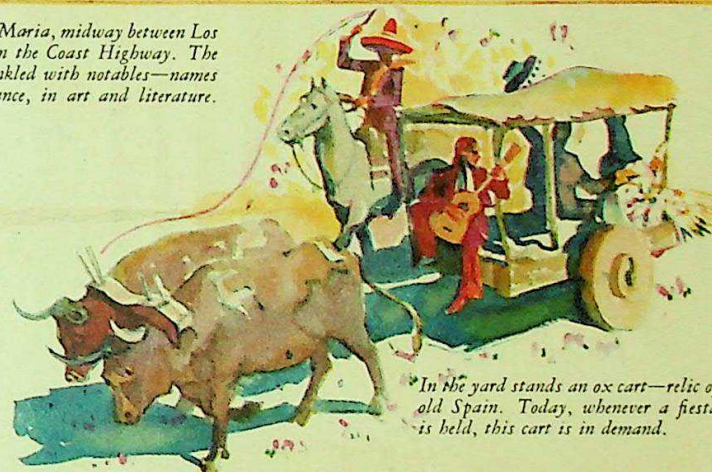
A glint of enthusiasm crackles Oriental calm when Yen gives you this recipe. In it there's a word not easy for a Chinese tongue to twist. But Yen always manages it. That word is "Silverleaf." Yen knows that Swift's "Silverleaf" Brand Pure Lard is rendered sweet and pure from choice pork fat. He counts on it to fry evenly and thoroughly, and to blend smoothly with other ingredients for baking.

You can easily share this same advantage. Just ask your dealer for "Silverleaf." In the half, one and two pound self-measuring cartons, and in the 2, 4 and 8 pound pails.

Swift & Company



Santa Maria Inn—at Santa Maria, midway between Los Angeles and San Francisco on the Coast Highway. The visitors' book is heavily sprinkled with notables—names famous in industry and finance, in art and literature.



In the yard stands an ox cart—relic of old Spain. Today, whenever a fiesta is held, this cart is in demand.

SANTA MARIA INN'S Fried Chicken with Country Gravy

Halve 3 young 2 lb. Premium milk fed chickens.

Dip in batter made with:

2 eggs	1 tsp. Worcestershire
1/2 tsp. white	Sauce
pepper	2 tsps. salt
3 tsps. olive oil	2 tsps. flour

Fry in 2 cups "Silverleaf" till crisp golden brown on both sides. Brown 2 tsps. flour in 4 tsps. of the same "Silverleaf." Add 1 cup hot milk. Stir till well mixed, and strain. Add 4 slices Premium Bacon, finely chopped. (Serves six)



"Silverleaf" BRAND PURE LARD